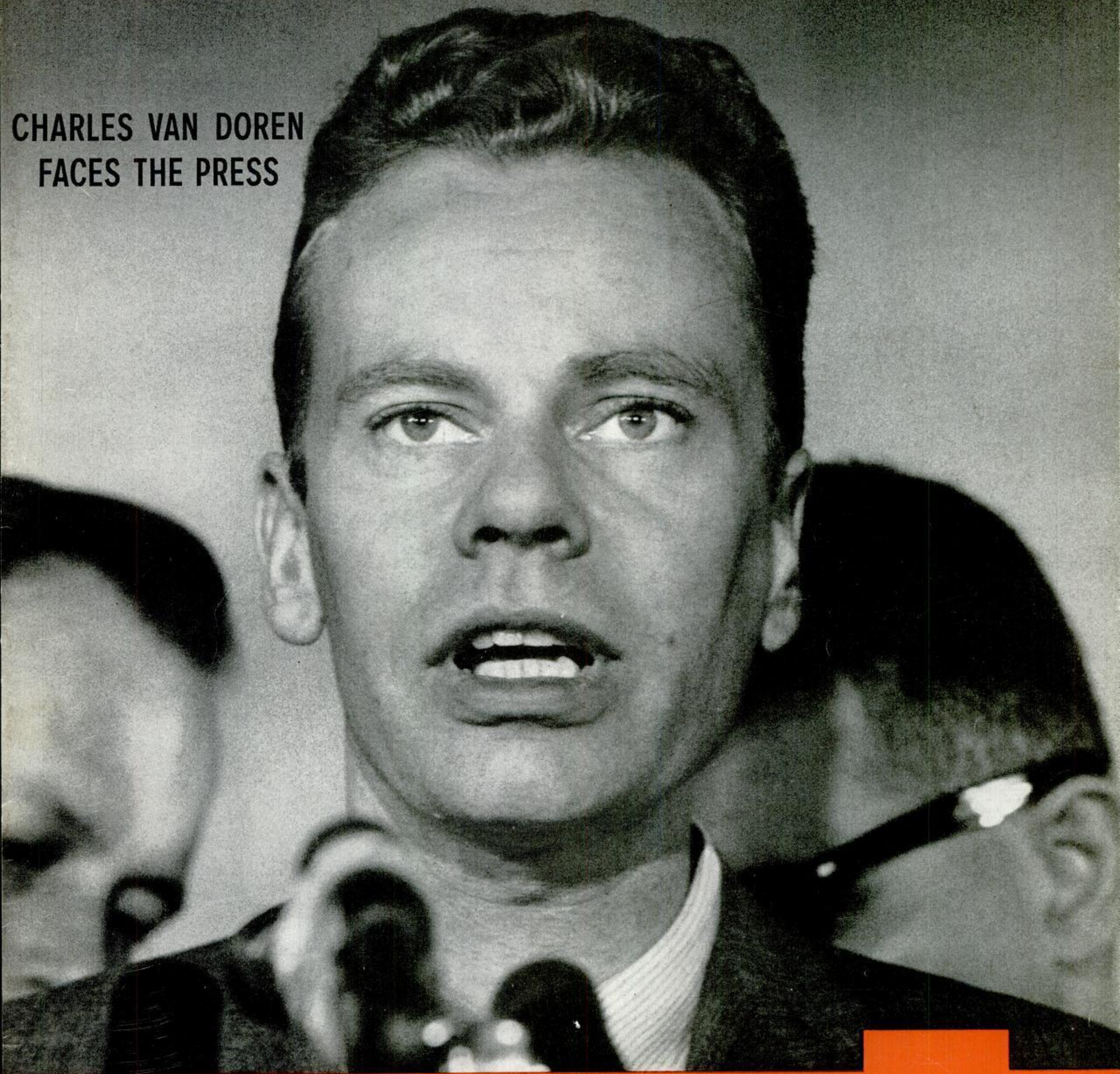


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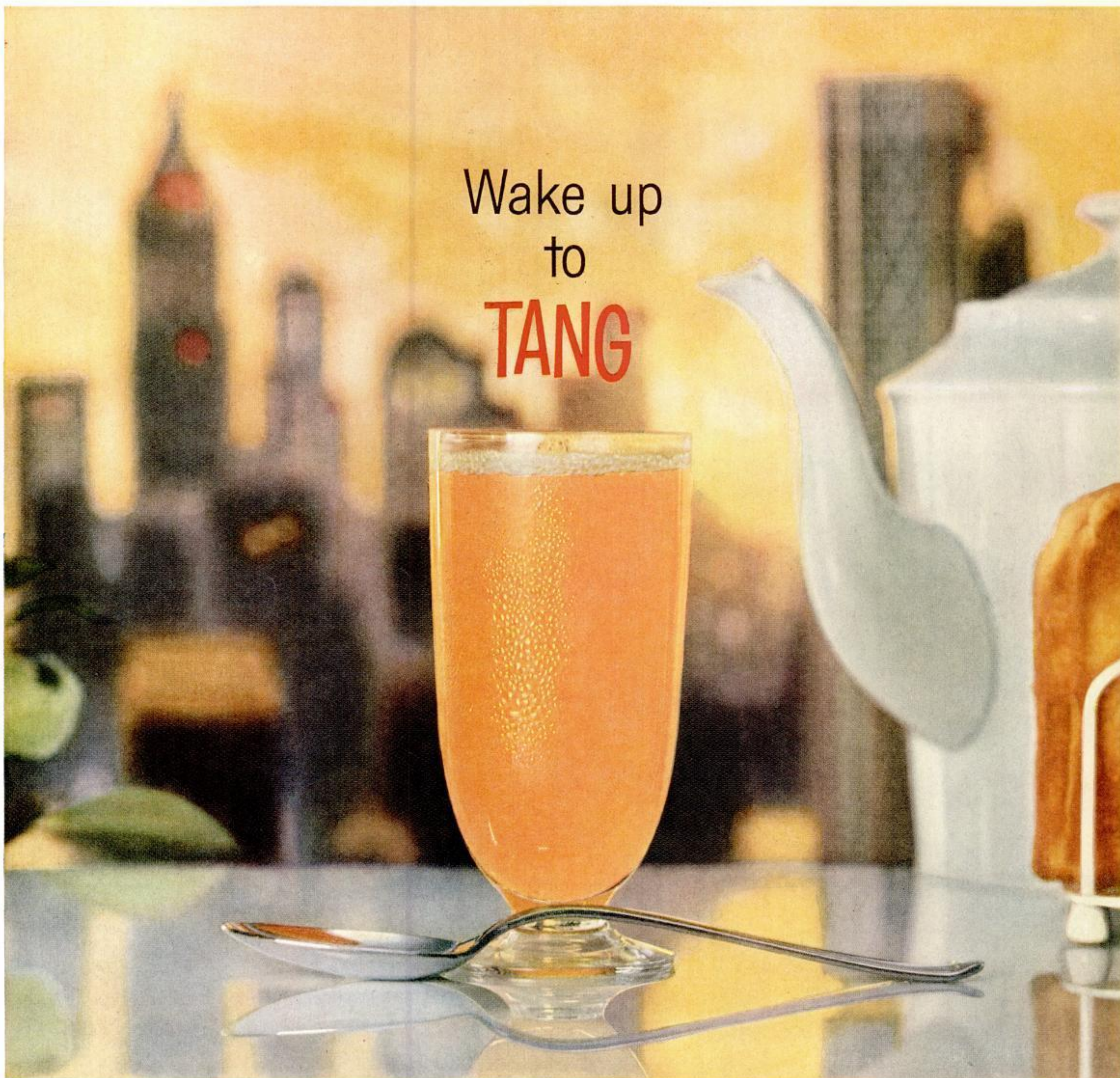


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Trouble in a great family

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THE VAN DORENS IN A FAMILY GET-TOGETHER

With Charles Van Doren's involvement, the TV quiz scandals touch a distinguished American family. LIFE gives an exclusive look at the Van Dorens, along with comments from the public, a congressman and a quiz specialist.



CHARLES VAN DOREN

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142

The long years it takes to train a surgeon, to sharpen his skills, to deepen his knowledge of medicine and people—all are dramatically shown in Part III of "You and Your Doctor."



SURGEON AT WORK

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100

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MRS. MARKEY

Hawaii's birth—by Michener

154

The cataclysmic evolution of Hawaii is told in a stunning story by James Michener: how volcanoes, gales, birds and seeds slowly brought the islands to violent, then peaceful life.



HAWAIIAN ERUPTION

COVER

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A notable American family and a question of TV ethics; the Van Dorens wait for Charles to speak up on quiz fixing.

Photographed for LIFE by Walter Sanders

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Nostalgia vs. progress

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Burdens a surgeon bears: Part III of LIFE's series, "You and Your Doctor." Long tutelage trains him for life-saving tasks. Photographed for LIFE by Edward Clark

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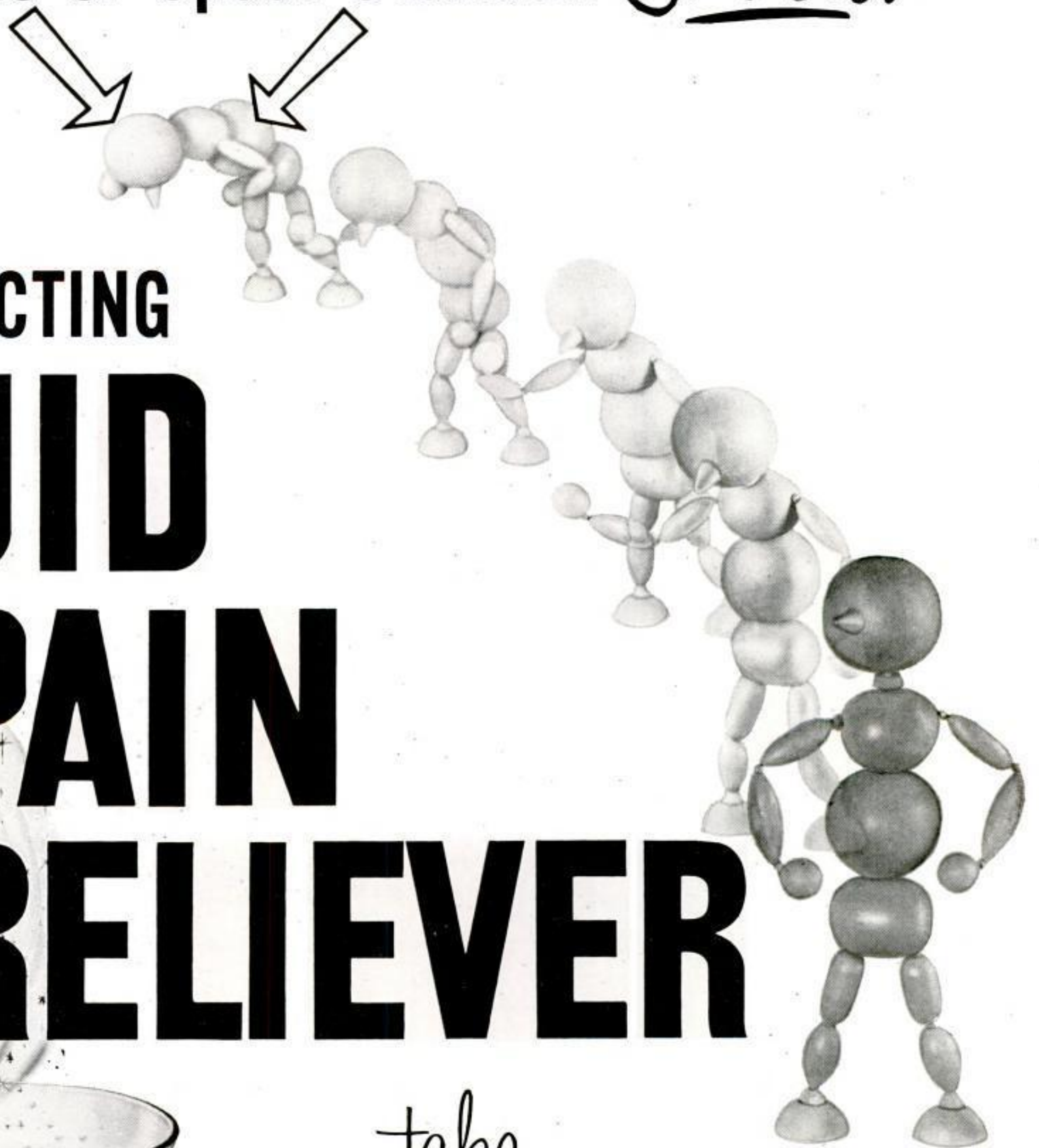
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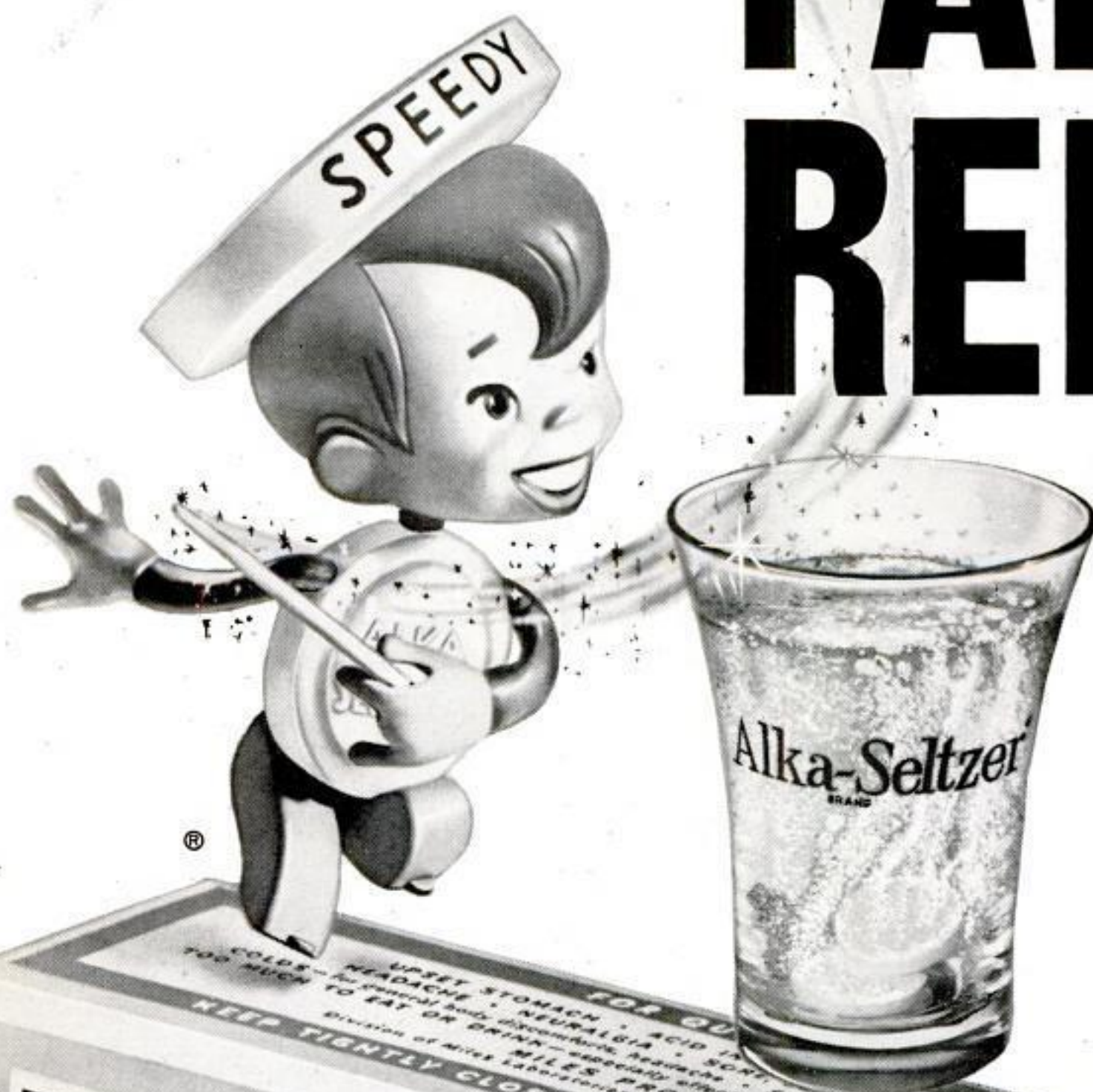


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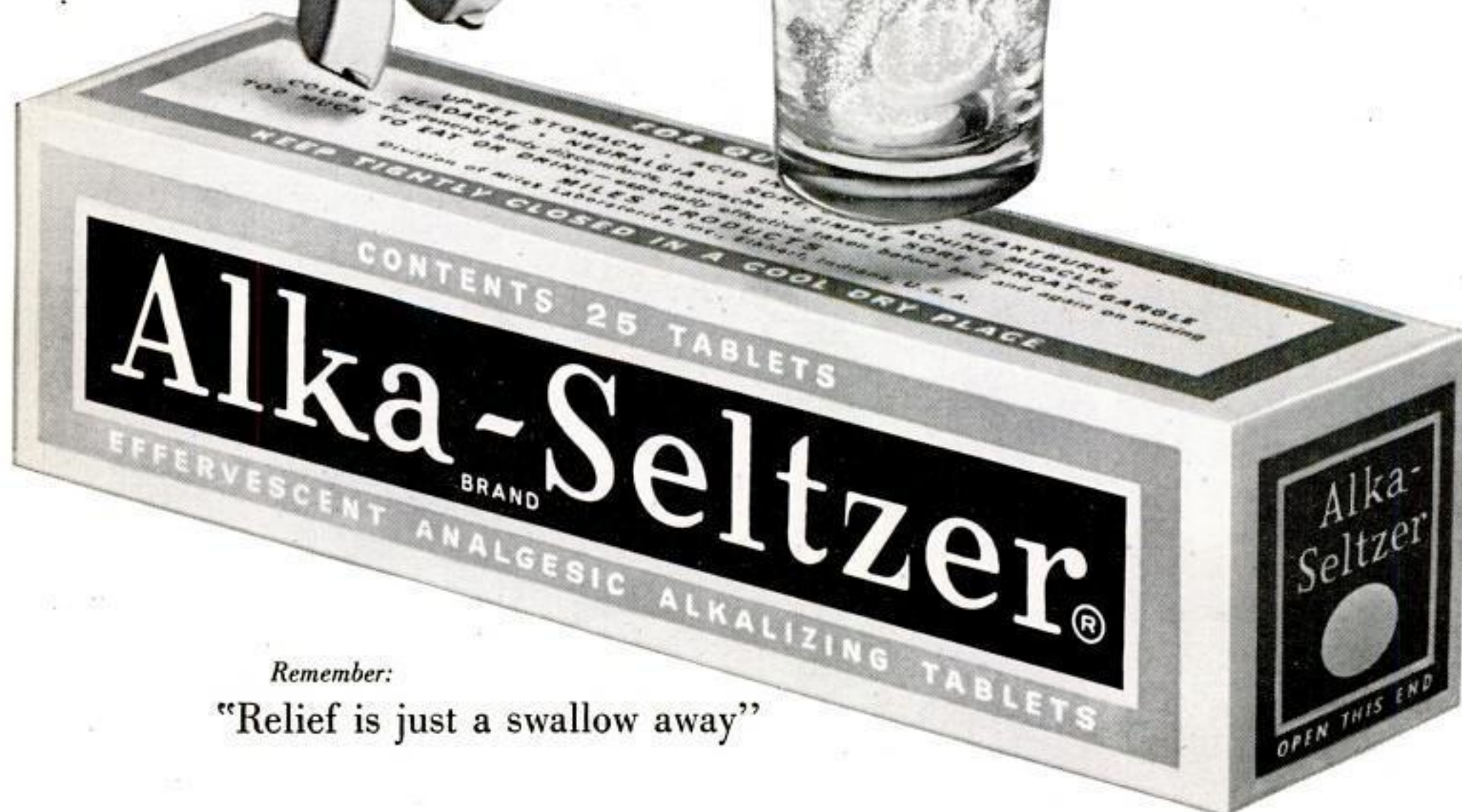


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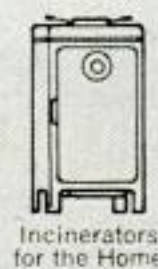
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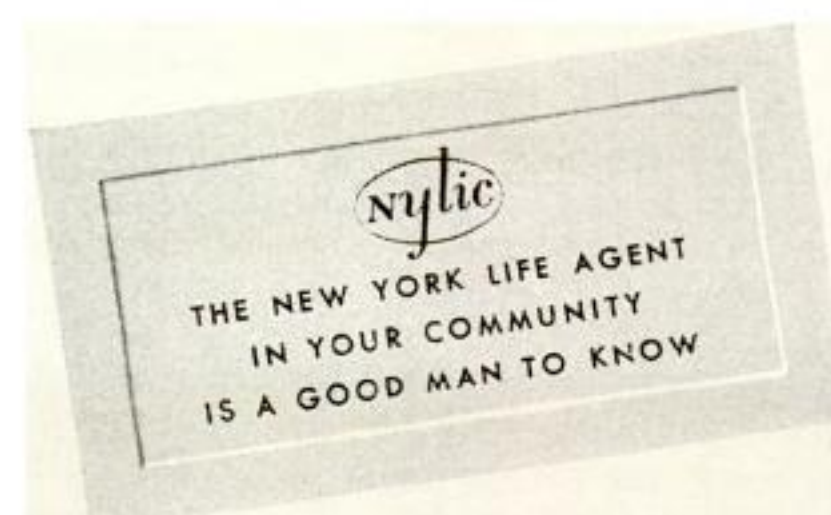
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MOTORIZED BEATER SWEEPER
—beats, cleans, fluffs rugs...without dangling wires—without batteries!



NEW!

STAND-UPRIGHT HANDLE!
No stooping! No bending! Stands upright by itself!



NEW!

SUPER QUIET SUPER POWER—
cleaner operates so quietly, yet gives you 1¼ H. P.



NEW!

ELECTRONIC HEADLIGHT
lights up darkest corners, helps speed thorough cleaning!

It's Electronic Magic: the new Lewyt Motorized Beater Sweeper Brush deep-cleans in one quick stroke. With Lewyt brush-power and high-suction power, you get double the rug-cleaning action of other cleaners. Plus easier Lewyt cleaning, floor-to-ceiling with one and one quarter horsepower... quiet operation... non-slip

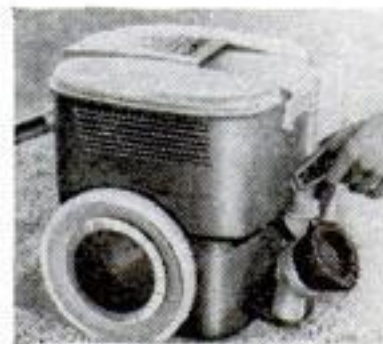
"click-lock" wands... and other work-saving extras no other cleaner has! *Perfect Christmas gift idea—a small down payment before November 30, reserves your new Lewyt Electronic at this National Sale Price!* Prices slightly higher on West Coast and in Canada. LEWYT CORPORATION, Long Island City 1, New York.



MOTORIZED BEATER-SWEEPER
gets under lowest furniture...lights up darkest corners...less than 3" high!



BIG EASY-ROLLING WHEELS
glide over rug edges, doorsills, bare floors!



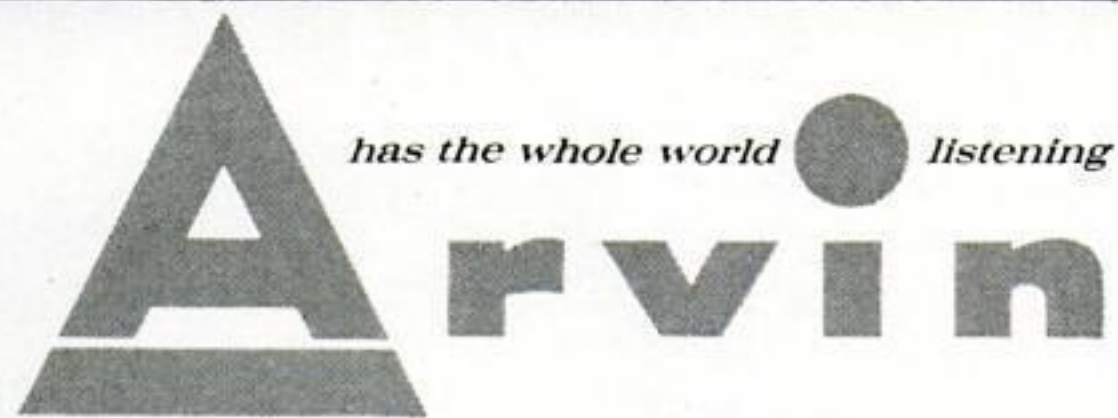
RIDE ALONG TOOLS
complete set of attachments always at your fingertips!



NO DUST BAG TO EMPTY
you never see dirt... never touch dirt!

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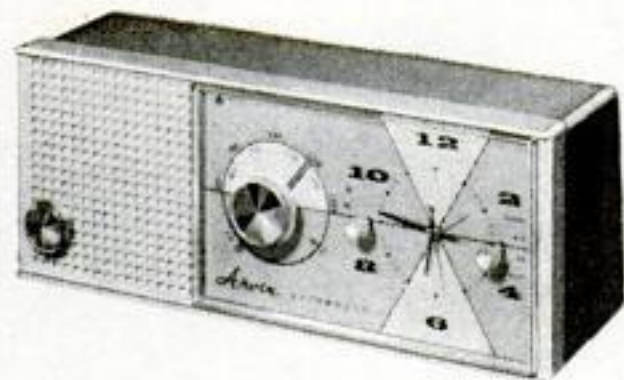
*the gift you're tempted
to keep for yourself!*



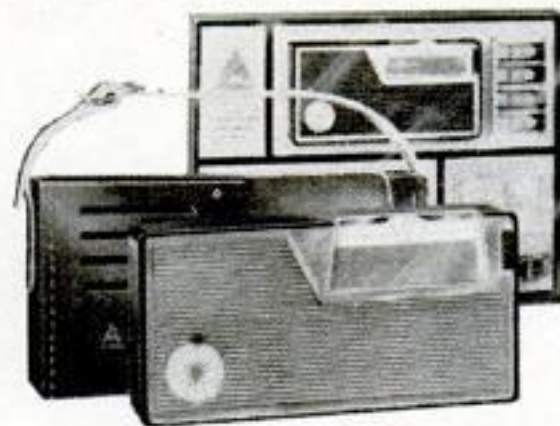
9-Tube Stereo AM/FM Radio with Matching 4-Tube Speaker

A gift of magnificent design that will bring you and your family a world of listening pleasure... from the broad band of AM through rich, static-free FM and the versatility of

an FM tuner to the wonder of stereo—each at just the push of a button! (Matching Stereo Amplifier-Speaker) Model 3586... \$100.00* Model 1586 (Amp.-Spkr.)... \$49.95*



Give the happy combination of a full-feature clock-radio with full-fashion styling to win a sincere "thank you." Automatic "on," alarm set slumber switch, 1100-watt appliance outlet. Sensibly priced. Model 5594. \$34.95*

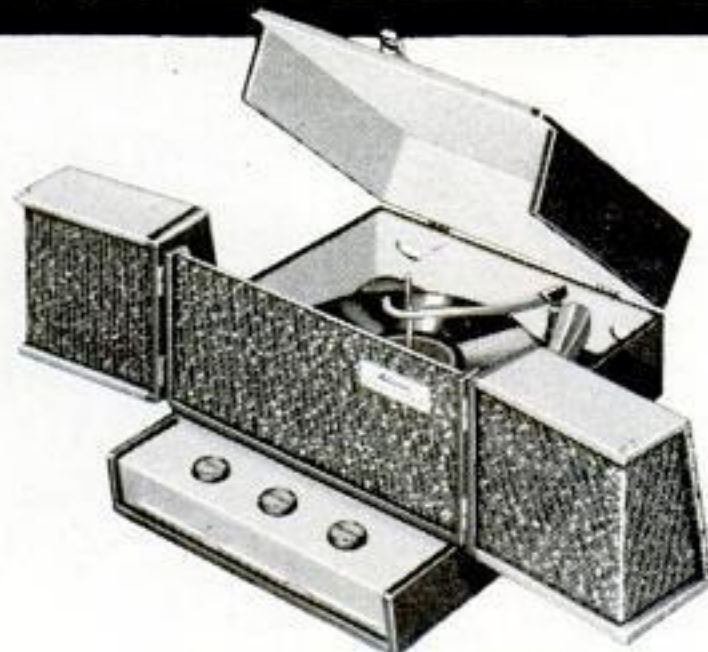


A handful of beauty with a world of sound. Six transistors, one diode give 100 hours playing from 4 penlight cells. Includes leather carrying case, earphone attachment, 4 batteries. Model 9594A gift pack. \$41.95*

STEREO PHONOGRAPH

Open the doors to thrilling stereo. Each swing-away door of this set has its own 6" speaker that plays through the door hinges. And for true panoramic sound place the detachable speakers up to 10' apart. Tone, volume and stereo balance controls for both speakers. Four speeds. Compact and portable.

Model 8091. \$99.95*



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*Slightly higher for West and South



LETTERS TO THE EDITORS

AMERICAN PURPOSE

Sirs:

I would like to thank you for one of the most provocative and timely articles you have ever published ("The Confused Image America Presents," LIFE, Oct. 5).

CARL J. WALLEN

Daly City, Calif.

Sirs:

Max Ways presents a very interesting thesis, that the fault for America's false image lies with its citizens' lack of instruction to their leaders. But isn't this a rather worn theme? It has always been that when no one person is to be blamed for disappointments public apathy is denounced.

It does no good to berate ourselves or look for scapegoats. If our voice is unclear and contradictory, it is not the American people that are at fault but the leaders themselves. The leaders must inform the American people of the facts of the situation before they can be expected to make wise and worthwhile decisions. The function of leadership is to assess the situation, then report back to inform the people and make recommendations for action that they will respond to.

WILLIAM E. WHITNEY

San Francisco, Calif.

KHRUSHCHEV VISIT

Sirs:

Your articles on Khrushchev's visit (LIFE, Sept. 28, Oct. 5) reveal him to be a man who is compulsive and dangerous. I'm glad he came here because he awakened us. So many of us were asleep and wondered why people like Nixon were concerned with the threat of Communism to the free world.

PATRICK VAHEY

Chicago, Ill.

Sirs:

Under a picture of me the following caption appeared: "Admonished by the State Department to stop lectures to Khrushchev..."

The truth is I was never admonished by the State Department to stop lectures to Khrushchev. I never had lectured Khrushchev. It is absurd to suppose that President Eisenhower would invite the chief of state of the Soviet Union to come here and then instruct his representative (in this case me) to lecture to him. There were no lectures and no admonishment to stop lecturing.

In the same article John Osborne stated that "Lodge and high officials in Washington were in a stupendous flap. Lodge forthwith discarded the

needle with which he had been periodically jabbing Khrushchev."

This too is totally inaccurate. I had never used a needle and consequently did not discard one.

Nothing could serve the Communist cause better than for an American host to be discourteous or inhospitable to a guest. It would also not have been intelligent to irritate a man with whom conversations were being planned at Camp David—conversations which turned out to be useful. Nor would it be intelligent to needle Mr. Khrushchev on his American trip in view of the fact that President Eisenhower is contemplating a trip to the Soviet Union.

Your writers have mistaken courtesy for weakness.

HENRY CABOT LODGE

New York, N.Y.

Sirs:

There were two gate-crashers during Khrushchev's Iowa visit. I had driven to Coon Rapids with Jack Christensen and we slipped past the security guards together. In the picture (below), taken when Jack was having his stomach patted, I am the fellow in dark glasses right behind Khrushchev. No one ever spotted me and at the Garst farm I even "helped" the security men inspect two gifts a lady had brought for Mr. K. Jack and I tried to go along with the motorcade to Des Moines, but our adventure ended when we ran out of gas near Ames.

CHUCK ELSBURY

Clear Lake, Iowa



ANOTHER GATE-CRASHER

Sirs:

I feel you are being a little harsh on Mr. Khrushchev. We must accept our neighbors as they are and not wish they were as nice as we are. America has been developing its democracy for 300 years. The Russians are just beginning to search for its meaning.

BRUCE SADLER

Quebec, Canada

Sirs:

I am amazed that LIFE publicized the brashness of Jack Christensen.

MIRIAM S. HORRELL

Dayton, Ohio

Sirs:

Three cheers for Mr. Jack (Kilroy) Christensen and a big yuk for the Secret Service types.

F. N. HOWE

University, Miss.

Sirs:

I wish to correct the statement in Jack Christensen's story in which he said he played football at Mason City Junior College when he was not a student here.

Our records show that Mr. Christensen was enrolled from Sept. 9 to

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Singapore Sling 1 oz. Hiram Walker Sloe Gin. 2 oz. Hiram Walker's London Dry Gin. 1 oz. Hiram Walker Cherry Flavored Brandy. 1 oz. Lemon Juice. 1 teaspoon Powdered Sugar. Shake well with cracked ice and pour without straining into 12 oz. glass, fill with seltzer, decorate with slice of orange or pineapple.



Stinger ¾ oz. Hiram Walker White Creme de Menthe. 1¼ oz. Hiram Walker's Select and Rare Brandy. Shake with cracked ice and strain into 3 oz. cocktail glass.



Mint Frappé Pack shaved ice in cocktail glass. Pour enough Hiram Walker Green Creme de Menthe over ice to fill glass, serve with two small colored straws.



Blackberry Sour 1 jigger Hiram Walker Blackberry Flavored Brandy. Juice of ½ lemon. Shake in shaved ice. Strain into sour glass, add squirt of soda, slice of orange, and top with cherry.



Grasshopper 1 oz. Hiram Walker White Creme de Cacao. 1 oz. Hiram Walker Green Creme de Menthe. 1 oz. Light Cream. Shake with ice and strain into chilled cocktail glass.



Alexander Cocktail 1 oz. Hiram Walker Brown Creme de Cacao. 1 oz. Hiram Walker's London Dry Gin. 1 oz. Light Cream. Shake well with cracked ice and strain into cocktail glass. Sprinkle nutmeg on top.

WHITE CREME DE CACAO, BROWN CREME DE CACAO, GREEN CREME DE MENTHE, WHITE CREME DE MENTHE, SLOE GIN, 60 PROOF; CHERRY FLAVORED BRANDY, BLACKBERRY FLAVORED BRANDY, 70 PROOF; HIRAM WALKER SELECT & RARE BRANDY, 84 PROOF; DISTILLED LONDON DRY GIN, 90 PROOF; DISTILLED FROM 100% AMERICAN GRAIN. HIRAM WALKER & SONS, INC., PEORIA, ILLINOIS.

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LETTERS TO THE EDITORS CONTINUED

Oct. 28, 1953. It was during this period of time that he played football.

C. H. BEEM
Dean

Mason City Junior College
Mason City, Iowa

Sirs:

Many thanks to John Osborne for his penetrating and frightening analysis of the Khrushchev visit.

To a generation which has lived through three wars, the legerdemain by which horns are transformed to wings leaves even the most cynical of us gasping.

IRMA THOMPSON
Kinderhook, N.Y.

Sirs:

Did anyone else notice the amazing similarity of the painting by Rembrandt of the *Syndics of the Drapers Guild* to the photograph of the Pittsburgh workers? The composition quality of shadows plus the expression of each man complete the illusion.

PATRICIA LEAHY
Phoenix, Ariz.



PITTSBURGH STEELWORKERS



REMBRANDT'S DUTCH DRAPERS

POP HIT

Sirs:

I was shocked and bewildered to read that you have proclaimed *The Battle Hymn of the Republic* as the most popular song of the Civil War ("Her Hymn Is Pop Hit," LIFE, Oct. 5).

Dixie holds a very distinct advantage in most parts of the country.

BOBBY WILKERSON
Fort Worth, Texas

Sirs:

Julia Ward Howe's *Battle Hymn of the Republic* was wartime propaganda, and I deeply regret its revival.

If there's to be any chanting at the coming centennial of the War between the States let us all unite on the opening stanza of Thompson's *High Tide at Gettysburg*:

Fold up the banners! Smelt the guns.
Love rules. Her gentler purpose runs.
A mighty mother turns in tears
The pages of her battle years,
Lamenting all her fallen sons.

EUSTACE WILLIAMS
Van Nuys, Calif.

Sirs:

Your article reminded me of the day in 1900 when Mrs. Howe visited the Mechanic Arts High School in St. Paul and attended our assembly.

Our principal asked if she would like to have us sing *Battle Hymn of*

the Republic. She smiled sweetly and said, "Oh no, I've heard it many times."

ALICE R. McARDELL
Schuylerville, N.Y.

JOAN THE QUEEN

Sirs:

It seems to me that Joan Crawford ("The Durable Charms of Joan the Queen," LIFE, Oct. 5) became popular not only with her "polish, plans and push," but also because she was an astute business woman and lady.

ELLEN S. JOHNSON
Kingston, Pa.

Sirs:

I see La Crawford as eternal as La Gioconda.

A. W. RUISE
Covina, Calif.

THE FRANKLIN PAPERS: PART I

Sirs:

Your article on Benjamin Franklin ("Franklin: His Fast Rise to Fame," LIFE, Oct. 5) was excellent. I am truly looking forward to the rest of the series.

CHARLES P. FOLSOM
Arlington, Va.

COLORADO RIVER FIGHT

Sirs:

I was fascinated by your exciting Colorado River story, "Wild Fight with a River" (LIFE, Oct. 5), having just completed a similar trip on the rapids of the Green. Your pictures tell the story better than any river shots I have ever seen.

BOB PARKER
Lakewood, Colo.

MISS AMERICAS

Sirs:

Thank you for the pleasing photographs and fine presentation of Mary Ann Mobley and Lynda Lee Mead, Miss Americas for 1959 and 1960 ("All the Miss Americas: Then and Now," LIFE, Sept. 28). Since your article appeared, contributions have begun to arrive to establish a scholarship fund for worthy young women in honor of the two Miss Americas.

MARVIN M. BLACK
Director of Public Relations
University of Mississippi
Oxford, Miss.

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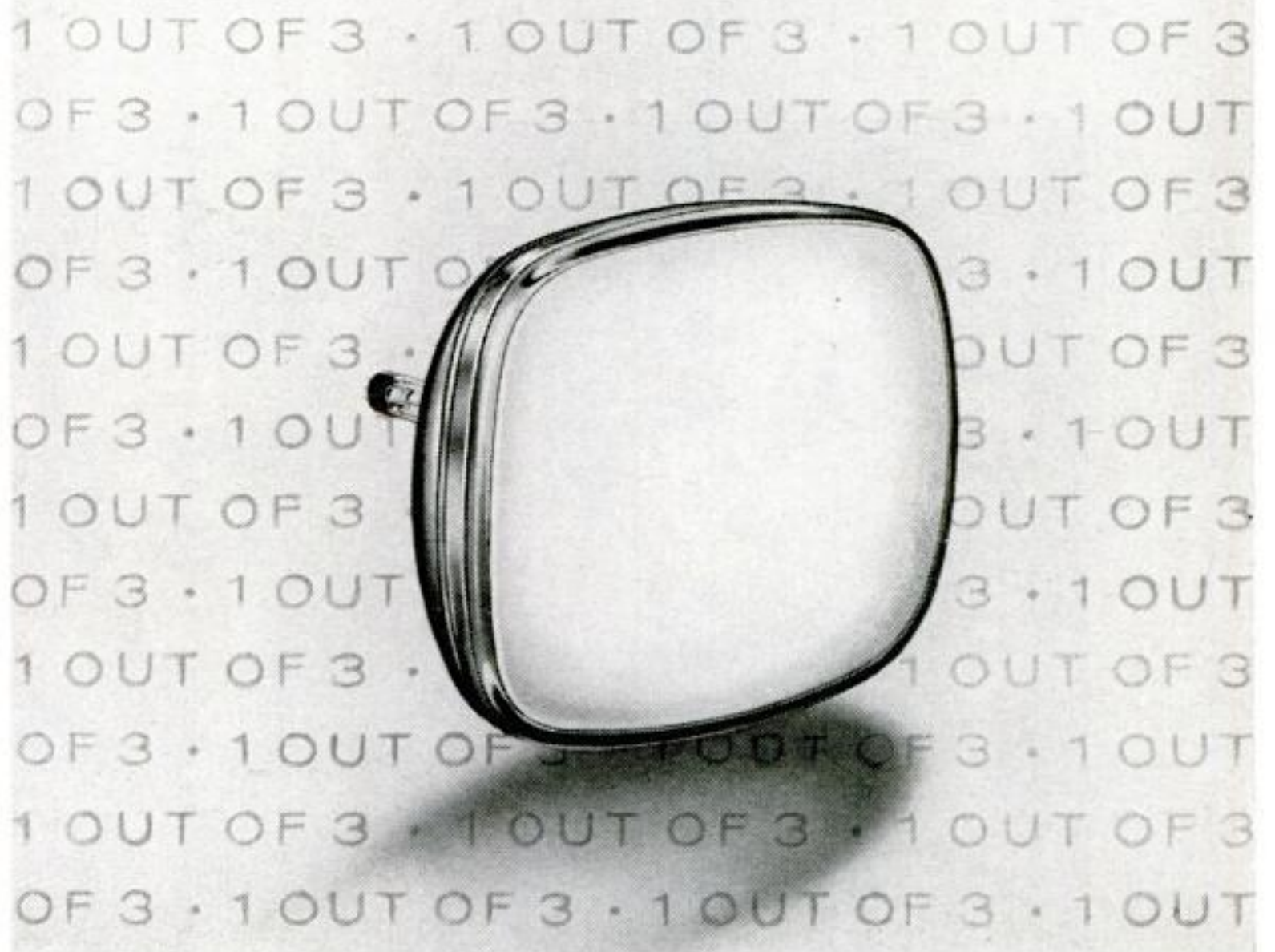
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DEVIK AT FOUR WEEKS



EIGHT WEEKS



12 WEEKS



22 WEEKS



26 WEEKS

30 WEEKS



Baby's All-in-One Photo History

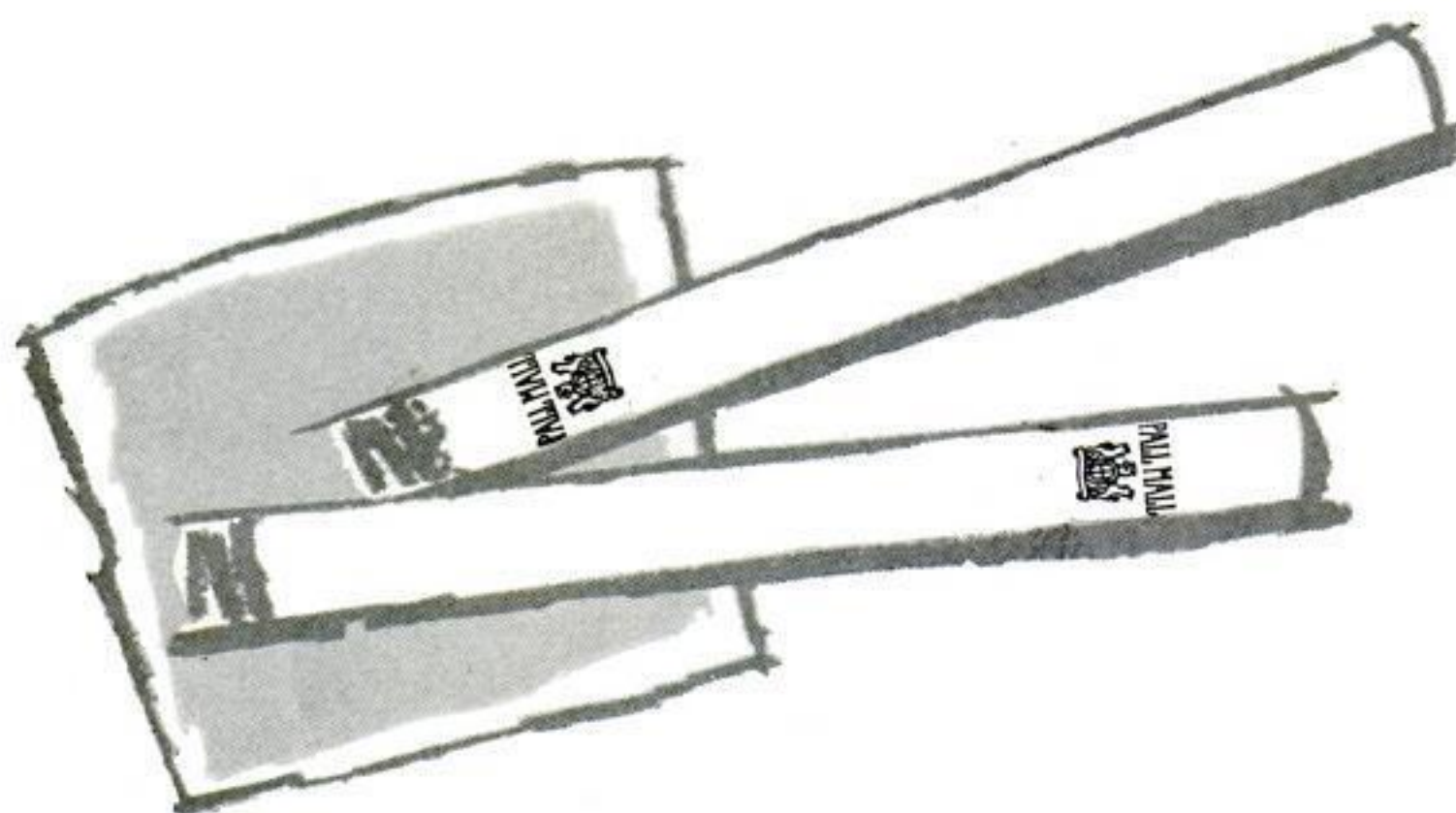


18 WEEKS

When his son was a month old, Leigh Wiener was told by a doctor that a baby's most rapid development occurs in the first 30 weeks. Wiener is a Los Angeles news photographer and, thinking this fact over, he decided to try summing up all these 30 weeks in a single picture.

He started conventionally enough by shooting Devik at four weeks, chortling from his mother's lap by a print-covered couch (*top left*). A month later, he sat the boy on the same couch in front of a 16x20 blowup of the first picture and photographed him again. Then Wiener made an enlargement of that picture and when Devik was 3 months old, shot him against his earlier likenesses. Every few weeks Wiener repeated the process until he got the shot (*below*) he started out to get: Devik all the way from 4 to 30 weeks old. For all the father's ingenuity, the success was really due to the star performer—a boy whose bounce and unfailing smile before a camera make him the ideal son for any photographer to have.





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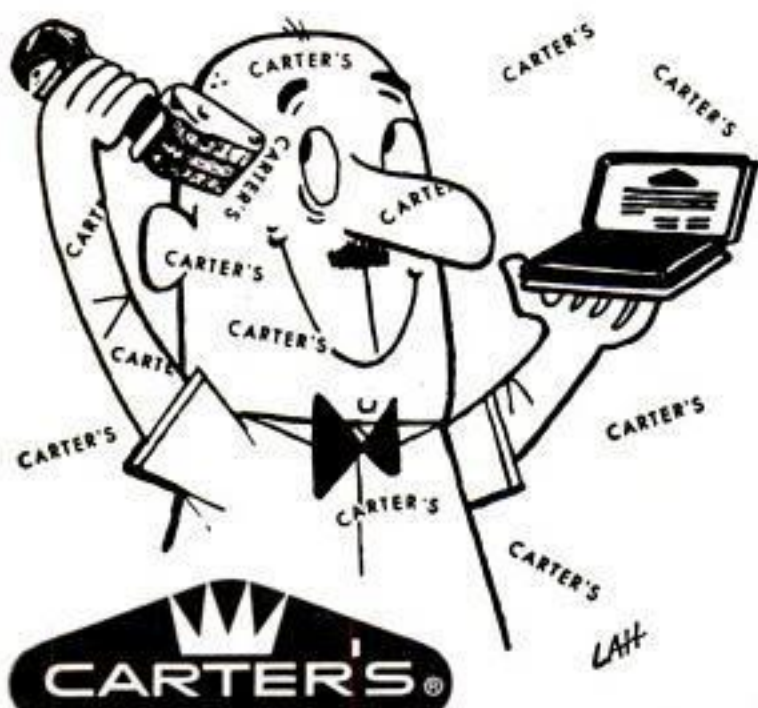


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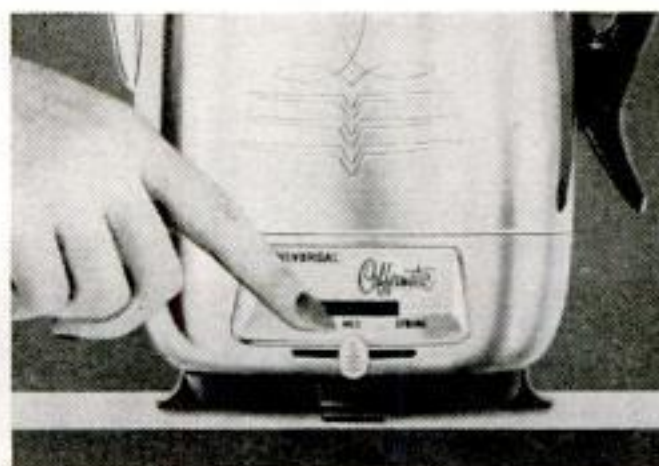
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LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



MRS. PAUL VAN DOREN	PAUL VAN DOREN	MRS. JEROME ROSS	JEROME ROSS	JOHN VAN DOREN	CHARLES VAN DOREN
MRS. PETER VAN DOREN AND DAUGHTER LAURA	PAULA VAN DOREN	MRS. JOHN VAN DOREN AND SON DANIEL	MRS. CHARLES VAN DOREN AND DAUGHTER ELIZABETH	MRS. MARK VAN DOREN	JANE BEVANS
PETER VAN DOREN	ANDREW ROSS	SALLY ROSS			

A NOTABLE AMERICAN FAMILY AND A QUESTION OF TV ETHICS



MARK VAN DOREN

MRS. TOM BEVANS

TOM BEVANS

BRADFORD BEVANS

JOANNA KLAU

SUSAN KLAU

MRS. IRITA VAN DOREN

ANNE BEVANS

SPENCER KLAU

MRS. SPENCER KLAU
AND DAUGHTER MARGARET
REBECCA KLAU

JOHN BEVANS

Over the years the Van Doren family, shown in the impressive portrait above, has gained great and ever-growing fame as the most distinguished literary family in the U.S. Two years ago they experienced a new sort of fame when Charles Van Doren won \$129,000 and became a national idol on the TV quiz program *Twenty-One*. But last week the fine Van Doren name was, unbelievably, touched by notoriety. Amid the shocking revelations of wholesale corruption on TV quiz programs (see *Editorial*), Charlie was suspected of having been fed information ahead of time about the questions he was asked on *Twenty-One*.

Some time ago Charlie had offered to testify to his innocence before the congressional committee investigating the TV quiz frauds. But when

the committee tried to subpoena him, he had disappeared. Appearing for a stormy press conference last week Charlie, ashen-faced (see cover) and far from his usual ebullient self, denied having ducked the subpoena but refused to say anything further until he appears before the investigators on Nov. 2.

A mounting sense of gloom hung over the Van Dorens as they quietly and patiently waited for Charlie to clear himself. On the following pages LIFE presents exclusive and intimate pictures taken in the happier days of only a few months ago. A close and fond family, joined by their intellectual and literary interests, they have gathered above at the Connecticut farm of Mark Van Doren, Charlie's father and patriarch of the clan.



AT ENGLISH SEMINAR AT COLUMBIA, CHARLIE VAN DOREN WARNS GRADUATE STUDENTS TO EXPECT A QUESTION ON MILTON IN M.A. EXAM. CHARLIE'S CLASSROOM



FATHER AND SON, Mark and Charles Van Doren, talk in Columbia office they shared until last June

when Mark retired. Here they spent many hours discussing writers and another favorite topic: baseball.

A SUCCESSFUL

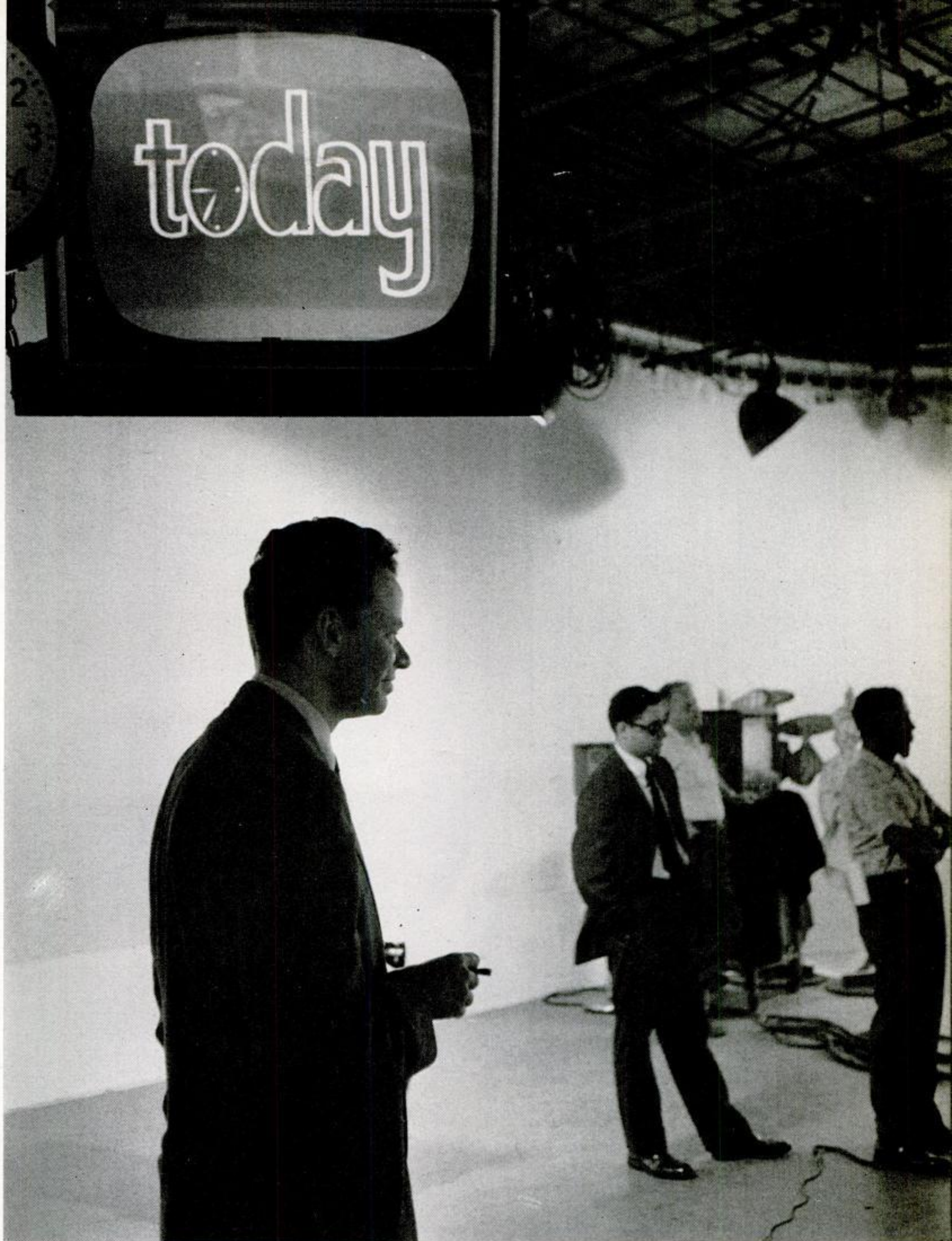
"I love my life; it seems too good to be true. I woke up yesterday and thought: 'O Lord, it can't last.'" This, only a few weeks ago, was 33-year-old Charles Lincoln Van Doren describing the years after his triumph on *Twenty-One*.

For three days a week he was a \$4,400-a-year English instructor at Columbia University. Two days a week he was a \$50,000-a-year consultant for NBC ("No one consulted me about anything," says Charlie) and appeared as an actor himself in his own five-minute daily culture corner on Dave Garroway's morning show *Today*. NBC suspended him from the job when the scandal broke.

At Columbia, Charlie managed in spite of his busy schedule to earn his Ph.D. earlier this year and a promotion to assistant professor. With his new wealth Charlie showered presents on his family, bought himself a "completely



STYLE IS EASY, INFORMAL AND CONVERSATIONAL



WAITING TO GO ON "TODAY" CHARLIE WATCHES SHOW. THAT DAY HE EXPLAINED BINARY ARITHMETIC

DOUBLE CAREER AND HOW CHARLIE GOT TO IT

beautiful, unpractical and expensive" bright red Mercedes-Benz and his father's charming old home in New York's Greenwich Village.

The road which carried Charlie to this success had many strange twists. There was never any question of his brilliance. In school he got high grades without trying. Backward in history, he boned up the night before taking New York's Regents exam and passed with the highest grade in the state. Later, at Columbia, he attacked the library's English collection at the breathtaking rate of 40 books a week—and remembered most of what he read.

But in spite of his spectacular intellectual spurts, Charlie was always ready to toss any subject aside unless he was certain to succeed, and take a fling on something new. "I have always been a gambler," he is fond of saying.

His first serious interest was music. At

school he aspired to become a professional clarinetist. When he failed to get into the school's top orchestra, he turned his back on a musical career. At 16, in 1942, he entered St. John's, the "great books" college at Annapolis. The war and Air Force induction interrupted his education and afterward Charlie did not know what to do. His younger brother, John, persuaded him to return and finish up at St. John's. There Charlie suddenly conceived a passion for astrophysics.

But, when he went on to graduate work at Columbia in 1947, he found that astronomy, far from being "mythical and poetic" as he thought, required a long prosaic apprenticeship. He quickly dropped it and took up higher mathematics, earning his master's degree with a thesis on Inversive Geometry. But, deciding that he would never be a great mathematician,

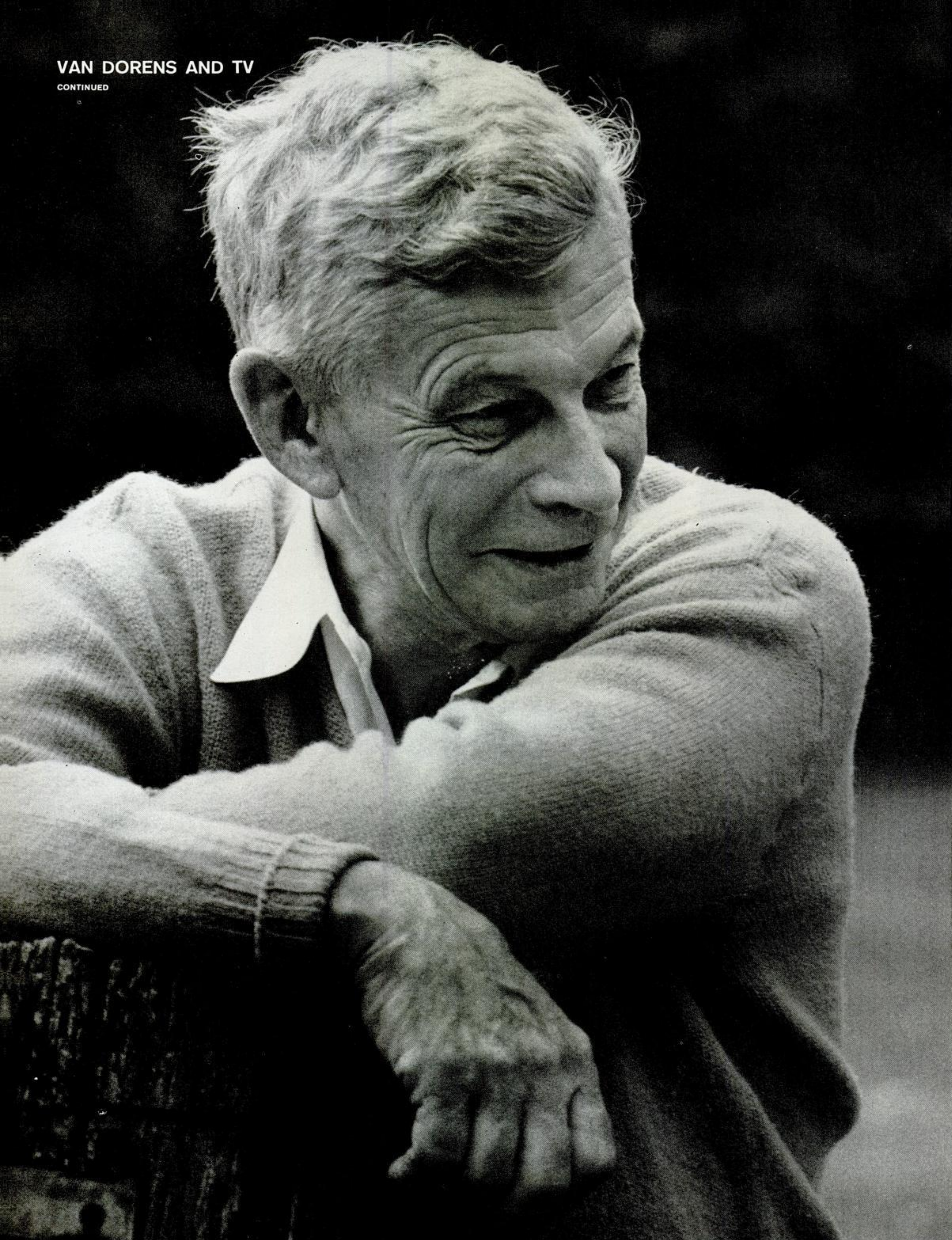
he let his father steer him into English. He passed his oral Ph.D. exam, won a fellowship and went to Cambridge University in England.

Cambridge's restrictions fretted him. Besides, he says, he had "exhausted the scholarly possibilities of the place." And so, in April 1952, Charlie bolted to Paris, and for 11 months led a rebellious existence, refusing even to talk to his parents when they telephoned him from the U.S. Then, out of money, he was happy to take an editing job in New York with Clifton Fadiman for Harper and Brothers. In 1955 he followed his father by becoming an instructor in Columbia's English department.

It was little more than a year later, on Nov. 2, 1956, when Charlie, clutching the address of a TV quiz program, passed through the doors of a Madison Avenue office building to the most spectacular intellectual gamble of his life.

VAN DORENS AND TV

CONTINUED



GENIAL PATRIARCH, Mark Van Doren, 65, has written nine works of fiction, 12 of biography and literary criticism, edited five anthologies and composed 17

volumes of poems, one of which won the Pulitzer prize in 1940. He recently published his first play, *The Last Days of Lincoln*, which will be produced next year.



LITERARY EDITOR of New York *Herald Tribune* since 1926 is Irita Van Doren, left, Carl's first wife. She runs paper's Book and Author luncheons and has been active in the literary world for 40 years.

CRITICS, POETS AND SCHOLARS

"We're a family of words," says Charlie's father, gentle, rugged-faced Mark Van Doren; "we love words, and we live by them." This is Mark's modest way of saying that, in their wide sweep through America's literary scene, the Van Dorens jointly have churned out some 100 books, from children's stories to scholarly encyclopedias and hundreds of essays, poems, stories and articles.

A couple of unliterary Van Dorens (*right*) remained behind when others moved east from Illinois. A few have tried to enter other fields. But in the end they drifted inevitably back to writing, teaching and scholarship.

It was Carl, oldest of five brothers, who started the tradition. He married a literary wife, reared literary children, wrote lucid essays and a Pulitzer-prize-winning biography of Franklin. When Carl died in 1950 Mark carried on alone to be hailed on his retirement last June, as one of the greatest teachers in Columbia's history.



ENGLISH PROFESSOR John Van Doren, 31, is Charlie's younger brother, teaches at Brandeis University. Says one teacher who taught both Charlie and John, "Charlie is likeable, but John is deeper."

CONTINUED



FARMER, Frank Van Doren, was only brother to stay in family's home state of Illinois. Untouched by literary ambition himself, Frank proudly keeps up with the writings of other Van Dorens, as well

as the farm news. He and Mark were inseparable as youngsters. Now 67 and retired, Frank lives in Tuscola, recalls, "I always took care of Mark. He was so intense and concentrated so hard on everything."



CHILDREN'S STORYTELLERS, Carl's daughters Barbara (*left*) and Margaret, work on juvenile folk-tale anthology. Barbara wrote first children's book at 14 which Margaret illustrated at the age of 16.

ANTIQUE DEALER Guy, 72, of Clinton, Mich., is oldest Van Doren. As a boy he and Carl kept order among "the little boys." He went into antique business after retiring as manager of a roofing company.





IN THEIR GARDEN AT CORNWALL, DOROTHY VAN DOREN CONSIDERS HER FLOWER GARDEN PLANS, AIDED BY MARK WHO RAISES VEGETABLES. IN THE BACKGROUND



THE ROOTS IN

In 1923 Mark, then a struggling Columbia English instructor, bought an Early American farm at Cornwall Hollow, Conn. for himself and his bride, Dorothy, who was at that time a writer for *The Nation*. Here, amid the lovely green meadows and rolling forestland on the edge of the Berkshires, Mark and his family put down roots deeply and permanently into New England soil. Mark later wrote of the place in his autobiography: "Here was my *old* home, my first one, long before I lived that other life in Illinois. New England has a way of doing this to

ROMPING ON THE LAWN, Charlie lunges for ball during a game of catch with his young cousins.



CHARLIE AND HIS WIFE READ THE SUNDAY PAPERS

NEW ENGLAND

people; they can be homesick for it even if they have never seen it. But the piece of it I saw was pulling me, pulling me, as if it had magnetic force. I was homesick on the spot."

Cornwall became a center for the rising literary figures of the 1920s. Later it became a rustic retreat for the whole Van Doren clan, including Charlie's young family and his brother John's, who lives in Cambridge, Mass. Now that he has retired, Mark plans to live out his days at Cornwall Hollow writing, meditating, and helping his wife Dorothy tend her garden.

YOUNGEST VAN DOREN, 7-month-old Daniel, John's son, is nuzzled by mother Mira, an enamelist.



CHARLIE'S WIFE, Geraldine, dandles their one-year-old daughter Elizabeth. Charlie met her in

1956, hired her as secretary to answer his *Twenty-One* fan mail and married her three months later.



CONTINUED

AS TV SCANDAL STIRS THE WHOLE NATION,



"A LETDOWN" is what Edwin P. Ashworth, New Bedford, Mass. banker, feels after quiz scandal, since he depended a lot on TV entertainment.



"FOOLISH," Sheila Riker, a Passaic, N.J. home economist, called Van Doren's public statements. "I wouldn't want him for my professor," she added.

Meanwhile the nationwide hubbub about Charles Van Doren gathered force. He was discussed everywhere by millions of people who variously had complete confidence in his integrity, or pitied him for having become the victim of foul play, or cynically conceded his right to make a fast buck, or gloated over his downfall that they considered certain. The pictures on these pages show some of the nation's TV fans as they attended a New York studio performance of the giveaway show *Treasure Hunt*. The captions summarize what they had to say about Van Doren and the quizzes in general.

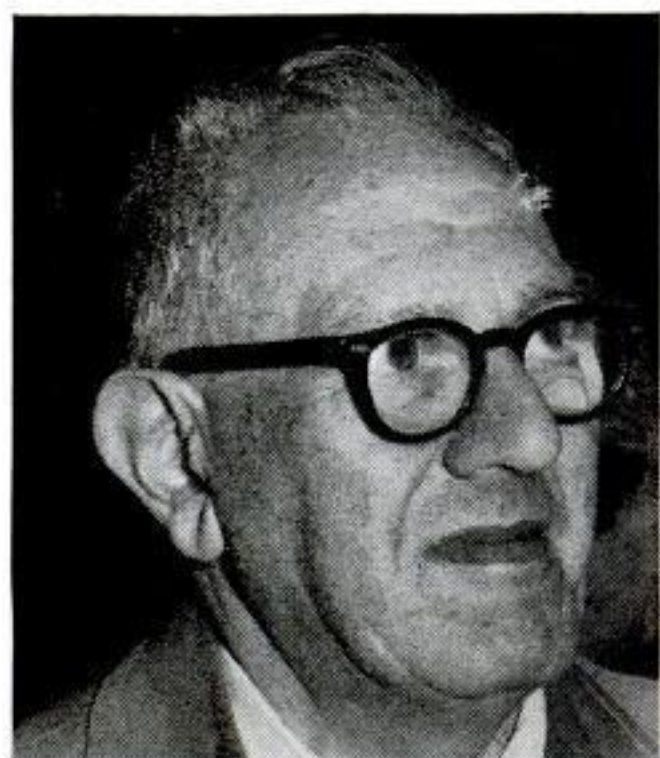
Many people were still willing to give Van Doren the benefit of the doubt, but few had any charitable feelings toward quiz show producers and television networks. More and more quiz contestants came forward to announce they had been coached, either bluntly or subtly. The accusers were not all honorable men—and an expert on quiz shows had plenty of facts to show that the standards of some contestants were no better than those of the shows' bosses (p. 34). A few contestants stoutly—and very likely credibly—affirmed their honesty. But the overwhelming evidence was that there had been plenty of murky work in the channels. TV critic John Crosby was so incensed that he accused TV across the board, writing: "The moral squalor



DIVIDED AUDIENCE, some of its members skeptical, some amused, some indifferent—watches giveaway *Treasure Hunt* in NBC studio in New York's Rockefeller Center. The skeptical told LIFE reporters,

"There just isn't any honesty in the world anymore," "Television has lost my confidence," "Do they have to do it that way?" The amused declared, "We're going to go right on watching," "Television interests

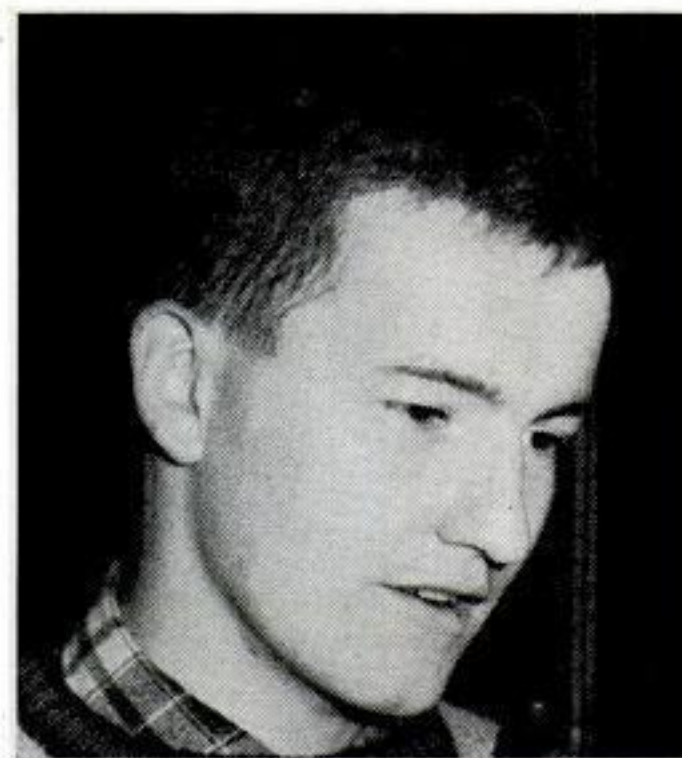
people no matter what happens," "Even if I knew it wasn't honest I'd watch it again to pass the time, that's all." Those who were indifferent said, "Easy come, easy go," "It's just a little scandal, such a little scan-



"IT ISN'T RIGHT" to fool the public the way that the quizzes did, says Hyman Sherman, a Brooklyn clerk. But he would watch shows anyway.



"I'D RATHER NOT KNOW" shows were fixed, declared New York salesgirl Julie Triggs. "If the contestants were not O.K., at least the answers were."



"I SUSPECTED" that something was wrong with quiz shows, says Matthew Strachan of Ardsley, N.Y., who doubted contestants could know so much.



"I'M NOT SURE" that the quizzes were rigged, says Mrs. Charles Gelette of Raynham Center, Mass. "I wish that Van Doren hadn't gone away."

VIEWS OF THE VIEWERS AT ONE QUIZ SHOW

of the quiz mess reaches through the whole industry. [Almost] nothing is what it seems in television. . . . The feeling of high purpose, of manifest destiny that lit the industry when it was young . . . is long gone."

Amid the public resentment, members of the House committee investigating the quizzes (p. 34) and others called for either public supervision or self-policing by the TV industry. In their dire straits the two biggest networks redoubled their frantic competition with each other. CBS President Frank Stanton (see editorial) canceled all his network's remaining big-money quiz shows, *Top Dollar*, *The Big Pay-Off* and *Name That Tune*. He did not say any of them had been fixed, but declared he saw no way of policing them. NBC, striking back, announced it would keep its quiz shows, *Treasure Hunt* included. NBC claimed that policing was possible and said it would set up "every conceivable safeguard" to make its quizzes honest.

The only thing the networks agreed on was that they were in a mess. Stanton conceded "broadcasting has lost a degree of public trust . . . so essential to effective performance." NBC chimed in that "the American public has been . . . deceived through the rigging of certain quiz shows." The networks, NBC concluded, had been parties to a "breach of public faith."



"SO WHAT?" says New Yorker Warren Pierce. "I still love quiz shows. I still think that those guys were smart and I'm still staunch for Van Doren."



"I FEEL SORRY" for all the people "involved in this mess, except the executives at NBC," says Mrs. Rochelle Siegel, a New York housewife.



dal." "If they want to make a dollar, okay." Opinion on Charles Van Doren was split largely between those who still admired him and those who were disappointed in what one viewer called "a fallen idol."

INTERESTED GRANDMOTHERS, in town for convention of Grandmothers' Clubs, discuss quizzes at NBC. All are from Kankakee, Ill. except Mrs. Miriam Bolling of Fredonia, N.Y. (second from left). From

left, Mrs. Annabel Gregor was disappointed, Mrs. Bolling dubious, Mrs. Richard Desneiges mad at Jack Barry shows, Mrs. Ada Bouchard puzzled, Mrs. Zoe Sharkey "very put out," Mrs. Martha Lemner distrustful.



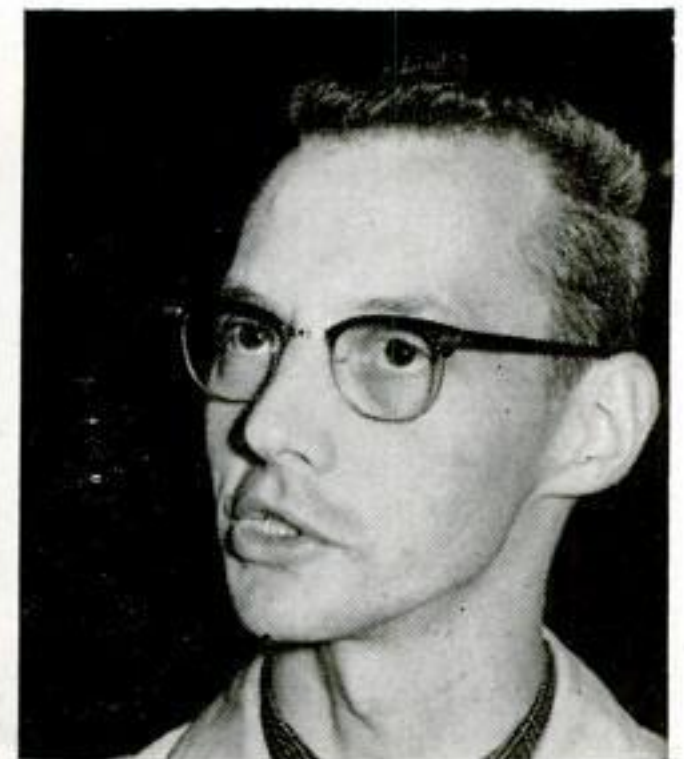
"I'M INFURIATED," declares Mrs. Barbara Levine, a housewife from Yonkers, N.Y. "To think it's all rigged and fixed. Oh, it's a fraud on the public."



"I DON'T CARE" whether quizzes are crooked, says Gustave Skrivaneck, of Bethlehem, Pa. "We learned some new things—maybe Van Doren did too."



"I COULDN'T BELIEVE" in any future show put on by fixers, says Carol Lockner, Elmira, N.Y. clerk. But she doesn't want the fixers to be punished.



"IT ROCKS CONFIDENCE" says Frank Huebler, from Baltimore, Md. about the TV exposé. However, he insists "I'm not mad or anything."

QUIZ EXPERT SLAPS THE EXHIBITIONISTS

The authors of these articles offer two different kinds of inside look at the TV quiz scandals. Representative Steven B. Derounian of New York is a member of the committee investigating the programs, has followed the story of quiz-show corruption through all the hearings—including those conducted in secrecy. Dr. Bergen Evans, professor of English at Northwestern University and a television star in his own right, prepared the questions for two major programs: *The \$64,000 Question* and *The \$64,000 Challenge*.

by BERGEN EVANS

QUITE aside from the important moral issues, any TV quiz show producer who gave answers to contestants was showing an appalling lack of common sense. He was placing himself at the mercy of some dangerous people: publicity-seeking at best, avaricious and even crazy at worst.

Certainly many contestants were exhibitionists. Few endowed with ordinary reticence would offer themselves to a quiz show. If my experience is any indication, many of those who wanted to appear on the shows were worse than exhibitionists. The programs were looking for picturesque people, and they got all kinds. It was necessary to interview these applicants at length beforehand. One girl the producers were considering turned out to have been in jail three or four times for prostitution. One man was all set to sign a contract when he suddenly confided that all the people in the hernia ads were impersonating him. He was hastily dropped.

Sheer avarice motivated most applicants for the shows. It also affected the behavior of some contestants, leading me to formulate the Evans Law of Greed and Gratitude. If you took all the world's wealth, \$800 billion, and offered it to some man off the street, Joe Schmoe, except for one dime that you gave to somebody else, Joe Schmoe would ask, "What's *that* guy done to deserve a dime?"

One contestant who lost everything when he missed the \$64,000 question kept insisting he was right. The producers later proved him wrong, but the man tried to force them to settle for \$32,000. They turned him down flat. He was so mad he never bothered to pick up his Cadillac consolation prize. It's still in storage, running up one hell of a bill.

And take the case of the Reverend Stoney Jackson of Tennessee, who now says he was given a question and answer in advance on *The \$64,000 Challenge*. When he won, the reverend must not have thought his winnings were wicked. He didn't return them.

A number of contestants worked incredibly hard to get on the programs. Dr. Joyce Brothers, the psychologist, was turned down by the show in one category. The producers told her, however, that they would love to have her on as a boxing expert. She replied, "Okay, give me six weeks." She memorized an encyclopedia about boxing and won \$64,000.

An aging ex-athlete who was turned down as a contestant sent increasingly angry letters to the producers. Finally he warned that unless he was put on the show, he would announce publicly that he had been passed over because he

had refused to share his winnings with the producers. Only the eruption of the quiz show scandal ended this blackmail attempt.

I am sure that if the producers could have legitimately got rid of certain contestants, they would have done so. Often there would be people on the programs the public didn't like and then the ratings would go down. For six tedious weeks the producers fed one young contestant the toughest questions on file. But he had learned his category letter-perfect and finally quit with a sizable hunk of cash. Efforts to keep popular people on failed too. Randolph Churchill flunked the first night after the producers had spent thousands of dollars to get him on the show.

I have no reason to believe the shows I worked for were rigged. If I had thought so I would have disassociated myself from them at once. When the scandal first broke, I hoped the producers would do more than merely issue a blanket denial. I thought they should say, "Yes, cheating could have happened. If it did, we're sorry, and we'll try not to let it happen again." It was unwise of them to make a 100% denial of what was physically possible.

But I'll say this: the letters of some applicants—many making outright propositions to cheat—convinced me that whatever the supply of rigged quiz shows they still fell far short of the demand, at least at that time.



AUTHOR EVANS

QUIZ-PROBER RAPS WINNERS, TV BRASS

by STEVEN DEROUNIAN

IN the weeks that our Subcommittee on Legislative Oversight has been investigating the quiz shows, the hardest thing for me to understand has been the behavior of Charles Van Doren. First he wired us, offering to testify under oath. We wired him right back, inviting him to appear. But when he failed even to acknowledge our invitation, we issued a subpoena.

Van Doren has told the press that he did not try to avoid our subpoena and that he did not even know how to avoid one. For a man who didn't know how, he certainly did a good job. He knew that we wanted to see him, for we were in touch with people who were with him. I don't know whether or not he was telling the truth about the complete integrity of his quiz show performance, but I am convinced he has not told the whole truth about his failure to appear before our subcommittee. He says he has respect for Congress, but he has been extremely unfair to the subcommittee—and that is a mild way to put it.

I don't know, of course, what Van Doren will say when he finally appears before us. If he denies knowing anything about how *Twenty-One* was manipulated, he may have an uphill battle, for a contestant can scarcely accept \$5,000 in advance, as the program's producer says Van Doren did, without having some assurance that he will stay on the show for a while and win at least \$5,000.

My most strenuous objection to the quiz show manipulation that has been revealed is the effect it must have on children. They see other kids appearing on rigged television programs, and they see people whose education they are supposed to respect admitting that they participated knowingly in fraudulent shows. What respect can our children have for education when they hear about things like this?

But this does not seem to disturb the people responsible for the manipulation. So far witnesses have been very matter-of-fact about their role. *Twenty-One's* Producer Dan Enright was strictly cold turkey in his testimony. To him the manipulation was just a matter of dollars and cents—mostly dollars, for he and Jack Barry made \$2.2 million just for selling their package. Enright showed no remorse, no sense of responsibility toward the public. Sponsors are not so upstanding, either. We have already heard that the head of one sponsoring company insisted that a certain contestant be kept on a quiz because the contestant was good for business.

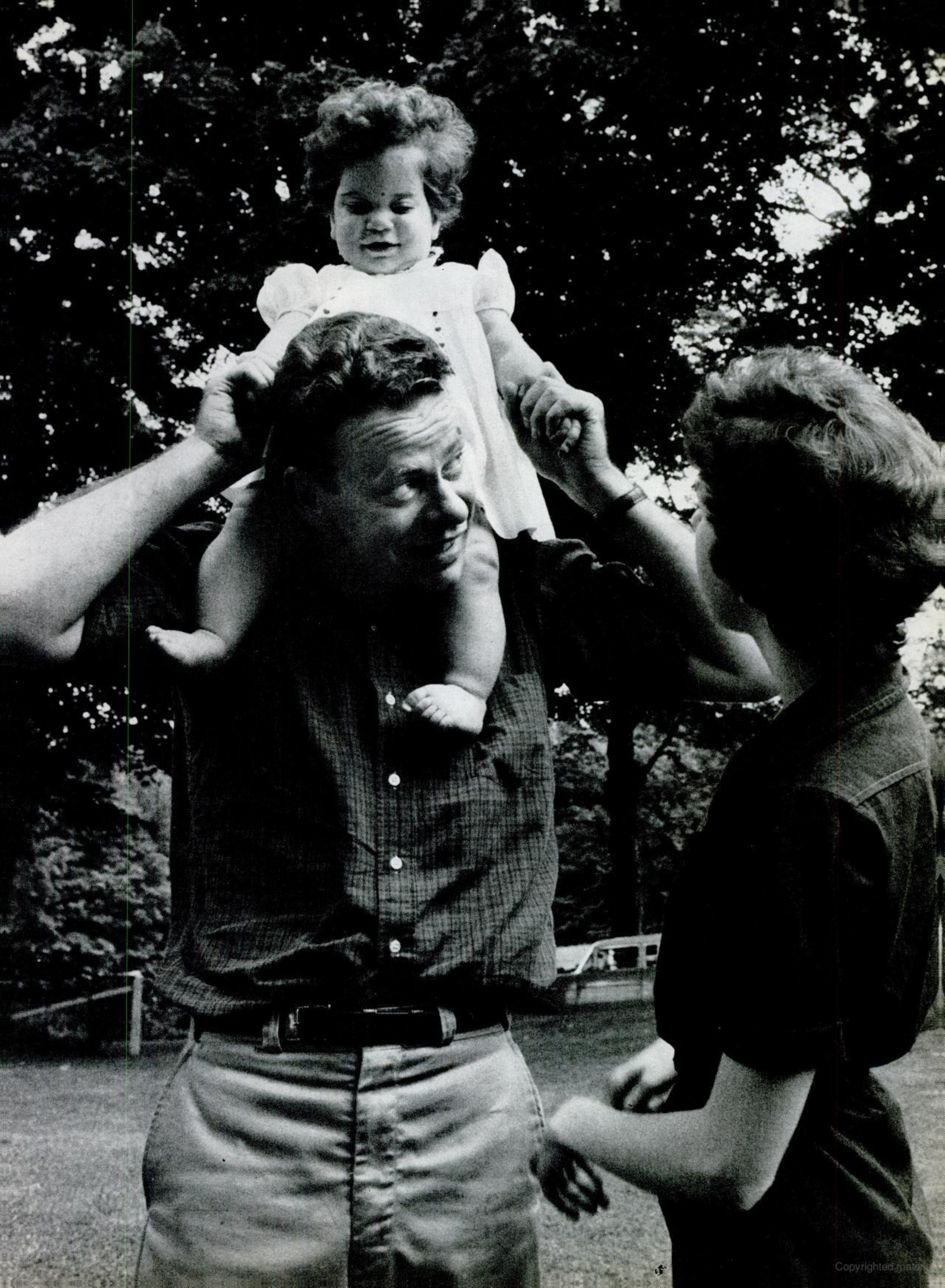
But regardless of any collusion on the part of contestants, producers or sponsors, the ultimate responsibility lies, I believe, with the television industry itself. The networks are responsible to the people. They are given free channels over which to telecast, and they cannot afford, or be permitted, to violate this public trust. If they do, they are selling products under false pretenses. By way of justification the networks have explained that they simply asked the producers if everything was on the up-and-up, and when the producers said yes, the networks did no further investigating on their own. That is irresponsibility.

If the cure for this situation has to be legislation—and I hope that it doesn't—our subcommittee will recommend it. If the industry cannot keep its own house in order, someone must ensure that it is done.

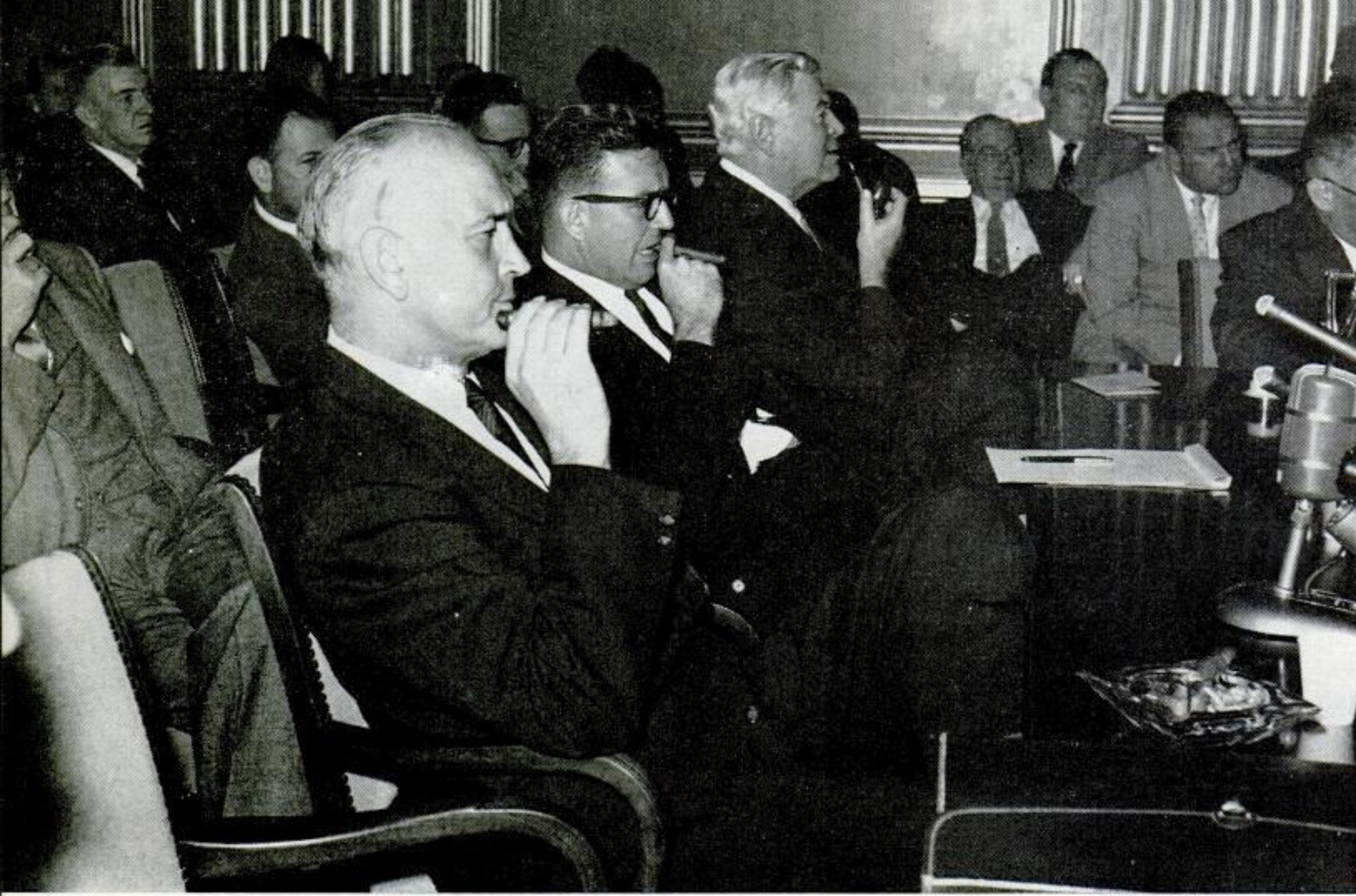
But we still have more work to do before we can reach any definite conclusion about what action to take. In November, for example, we intend to look into other shows, including *The \$64,000 Question* and *The \$64,000 Challenge*. We also intend to talk to many other big winners besides Mr. Van Doren. One of the questions we will ask them is whether, as we have heard, they received questions—not answers—in advance. We may confirm that even bigger money winners than Van Doren were given this kind of help. On the basis of testimony we have already heard, both in public and in executive session, I can promise that the investigation and its unfortunate revelations are by no means finished.



AUTHOR DEROUNIAN



A LOOK AT



LONGEST STEEL STRIKE IS STILL A STALEMATE

Two U.S. Steel vice presidents, R. Conrad Cooper and H. H. Larry, and David J. McDonald (at their left), steelworkers' president—listened stolidly to an appeal by the chairman of

fact-finding panel to end the steel strike. Negotiations followed. But the bitterness in which both sides broke off, if it continued, could only result in use of the Taft-Hartley Act.



↑ PRODIGY TAKES A BOW

In Belgium, Giuseppe (for Verdi) Arturo (for Toscanini) Alfidi, aged 10, of Yonkers, N.Y. played two piano pieces, conducted the Antwerp Philharmonic, bowed to wild applause.



TWO KIDS BREW UP HOUSEKEEPER'S NIGHTMARE

The appalling mess above, which confronted Mrs. Seth Smith, a meticulous Nashville, Tenn. housewife, on her return home, was not caused by a tornado but by two neighbors' children,

aged 5 and 6. On an impulse they could not explain, the two entered the house, smashed furnishings and bric-a-brac, then basted the shambles with mustard, ketchup and molasses.



THE WORLD'S WEEK



↓ U.N. TEAM SAMPLES HOSPITALITY IN LAOS

In hospitable Laos a U.N. team checking the charges of Communist aggression found unexpected hazards in night sessions of banqueting and sipping rice wine through bamboo straws.

But the four-nation mission managed to put in 27 days interviewing prisoners and refugees and studying captured arms. Then they left for New York to report to the Security Council.



STAR WITNESS SAVES DADDY

Nancy Hansen, 6, star witness in a Chicago murder trial, rested in the arms of her father, the acquitted defendant, after 19 minutes on the stand. Unaware "Mommy" was murdered, she corroborated Duncan Hansen's testimony that he was absent when his divorced wife died.



DENTIST GETS MORE GOLD

The prospector above is a Fresno, Calif. dentist who discovered a toothsome lode of gold by poking in old diggings. At one mine, long forgotten as unprofitable, he extracted a sample assayed at \$3,617 a ton. The gold will only add to his heavy income from a Kansas oil well.

THE BLAME FOR TV FIXES

Not until Nov. 2, when the Harris committee hears his testimony, will it be known whether Charles Van Doren is the clean-limbed young egghead we all admired, or the Shoeless Joe Jackson of the TV quiz business. In either case the analogy (John Crosby's) between the quiz scandals and the Black Sox is a good one.

When Jackson and seven other Chicago players were bribed to throw the 1919 World Series, a tearful young hero-worshiper may or may not have cried, "Say it ain't so, Joe," but the immortal phrase fingered the offense. Like Eddie Cicotte, who "did it for the wife and kiddies," all the Black Sox had their rationalizations and they were acquitted of any crime. But they betrayed the public understanding of what the baseball industry was and has been since: a sport.

The TV industry embraced the standards of sport when it put on quiz shows. Some of the champions (Van Doren especially) became heroes to millions and performed the valuable public service of making erudition popular with the young. The enormous prizes, to be sure, somewhat garbled this useful message since erudition should be (and usually is) its own reward. Nevertheless the quizzes looked like good, clean sport.

Now it turns out they were rigged—not altogether but to an extent suspected by few. The most unsuspecting of all, by their own shocked account, were the TV network executives. The more genuine their shock, the less it says for their intelligence. A more forthright defense is that offered by some of the actual producers, notably Dan Enright of *Twenty-One* and Herbert Felsner of *Tic Tac Dough*. They say rigging is just good showmanship. Said one, "When people buy theater tickets it doesn't entitle them to go backstage." Moreover a grand jury investigated for nine months, got all the evidence now before the Harris committee, and found no indictable crime (except one case of alleged perjury). The Federal Communications Commission knows of no crime in its jurisdiction. The public was suckered, but the claim is that no one was hurt. This is the all too common viewpoint of Jim Fisk, who said

after one of his railroad raids, "Nothing is lost save honor."

But that of course is precisely the trouble. A noncriminal fraud is still a fraud. In Jonathan Swift's *Lilliput*, fraud was counted "a greater crime than theft," since "honesty has no fence against superior cunning." And there is something wrong with a state of morality, personal or industrial, that sees nothing wrong in mislabeling for profit.

Part of the TV industry is now making belated passes at self-correction. President Stanton of CBS announces "a fresh hard look at our basic operational theories and practices"; CBS will **now** accept the responsibility for the content of its network programs! Such a policy should of course have been put in force years ago, before the standards of this powerful medium were taken over by sponsors, agencies and show-packagers who are incapable of keeping them high. At the same time Stanton has taken the baby-with-bathwater step of firing all big-prize programs from his network and thus adding one more taboo to this taboo-ridden industry. "We do not believe that any system of policing . . . can plug up all the possibilities for hanky-panky" on such programs, says he.

If the danger of hanky-panky is indeed inherent, the atmosphere in and around this industry must be at least partly at fault. It seems to bring out the cupidity and silliness of human nature on both sides of the screen. There are of course gray areas in the ethics of any profession, where the difference between right and wrong appears clearer in retrospect than at the time of the decision. A quiz contestant taking a dive for dough can think up more rationalizations than Jackson or Cicotte, especially in a cynical and unreal atmosphere where everybody is on stage all the time. But atmospheres are made, and can only be changed, by individuals—whether executives or performers—with lively and autonomous consciences which can tell black from white even under a klieg light. In its need for more such consciences, TV is not unique—just very conspicuous.

NOSTALGIA vs. PROGRESS

"Perhaps we have too many farmers." With these blunt words in Kansas City, Erwin D. Canham, the *Christian Science Monitor* editor who also heads the U.S. Chamber of Commerce, got at one of the roots of the farm problem that farm politicians never mention. We, who have so often deplored the blunderland world of tax subsidies for unwanted farm surpluses, find "Spike" Canham's common sense worth repeating:

"I do not see how we can achieve the worthwhile objective of increasing farm income by treating farmers as plants in a government hothouse—as if they couldn't stand the rigors of our economic climate.

"It is true that the farm environment is spiritually and morally

valuable to our national society, but the farmer is not a museum piece. He, too, must go along with the changes which are inevitable in our type of economic order. We may love the self-sufficient family farm, but we cannot endow it in perpetuity. . . . When the automobile came along, we had too many livery stables. Some people said things were going to pot, and it is true that some communities vanished from the earth with the universal adoption of gasoline-propelled vehicles. But I have found, in my experience, very few people who wish to return to the horse and buggy days. . . .

"Right now, there is a struggle going on between nostalgia and progress. A migration from the farm is inevitable."

STRENGTHEN THIS WEAK COURT!

". . . It has provided an excuse for saying that not even the United States, the leader of the free world, is wholehearted in its support of international judicial processes." Thus a special committee of the American Bar Association describes the 1946 Connally Amendment. Its report reiterates the ABA's demand for repeal of this major roadblock in the advancement of world law.

The Connally Amendment limits the terms of our adherence to the World Court by insisting that the U.S. alone can determine what happens to be "within its domestic jurisdiction." In effect, it serves notice on the world that we do not trust

the Court to limit its own jurisdiction to international affairs.

Last March, when Democratic Senator Humphrey introduced a bill in the Senate to repeal this legal chauvinism, both the President and the Secretary of State endorsed it. So did the bar. Its support is about as nonpartisan as any bill could possibly have. Nevertheless, it died in committee. We urge the Senate to make its passage a prime priority when it reconvenes in January.

"From a strictly selfish economic point of view," says the ABA report, "the U.S. should be doing all it can to strengthen international law and to advance, not discourage, means of enforcing international obligations." Amen.

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There are good *pieces* of the famous Campbell Tomato in this soup — deliciously blended with selected long-grain rice and gently seasoned with celery and other garden vegetables. You'll *like* this good hearty soup — so will everybody in your family!

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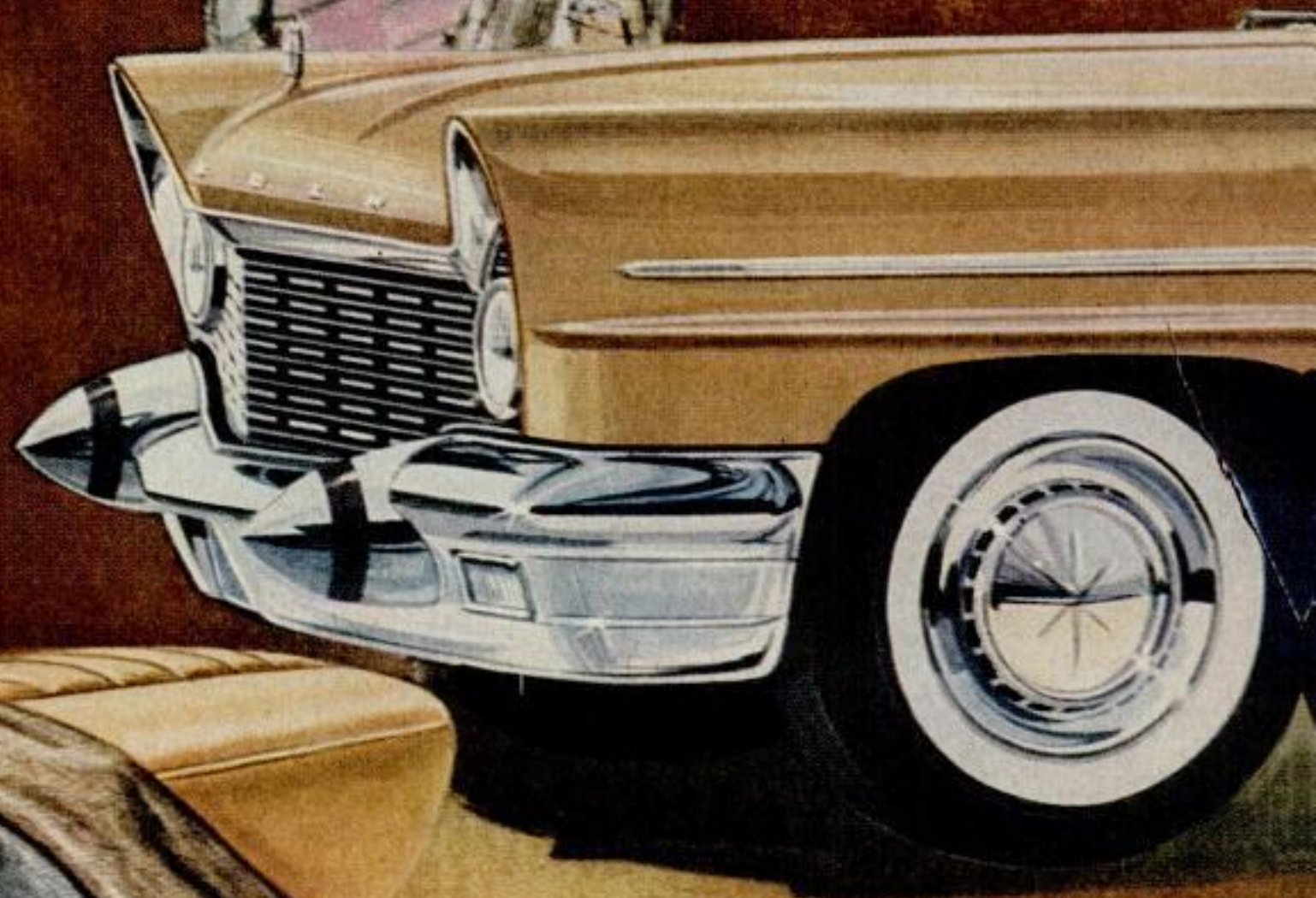
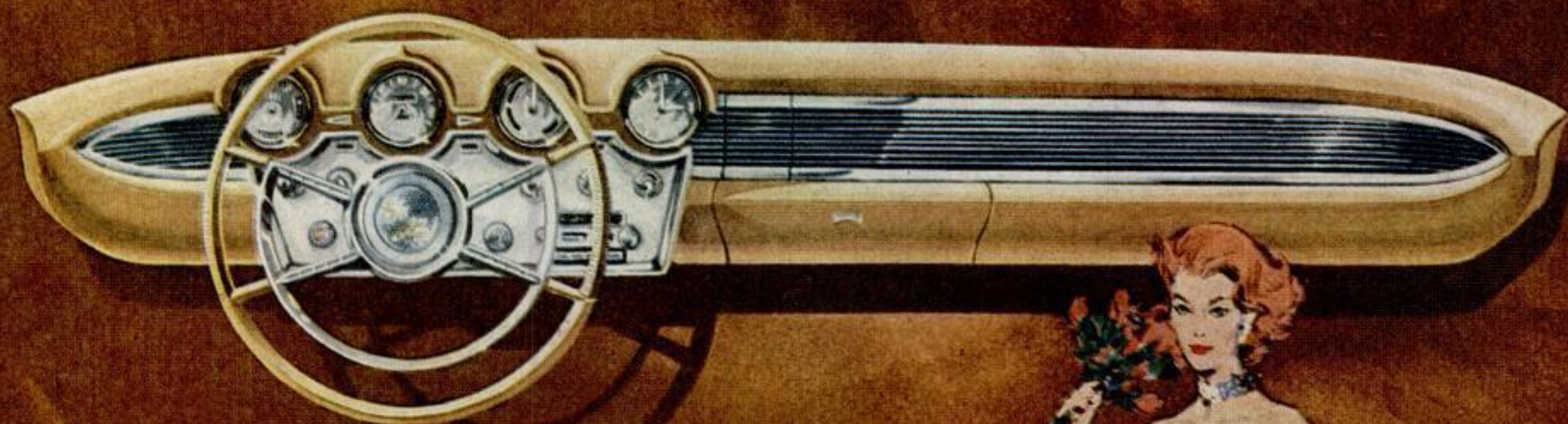
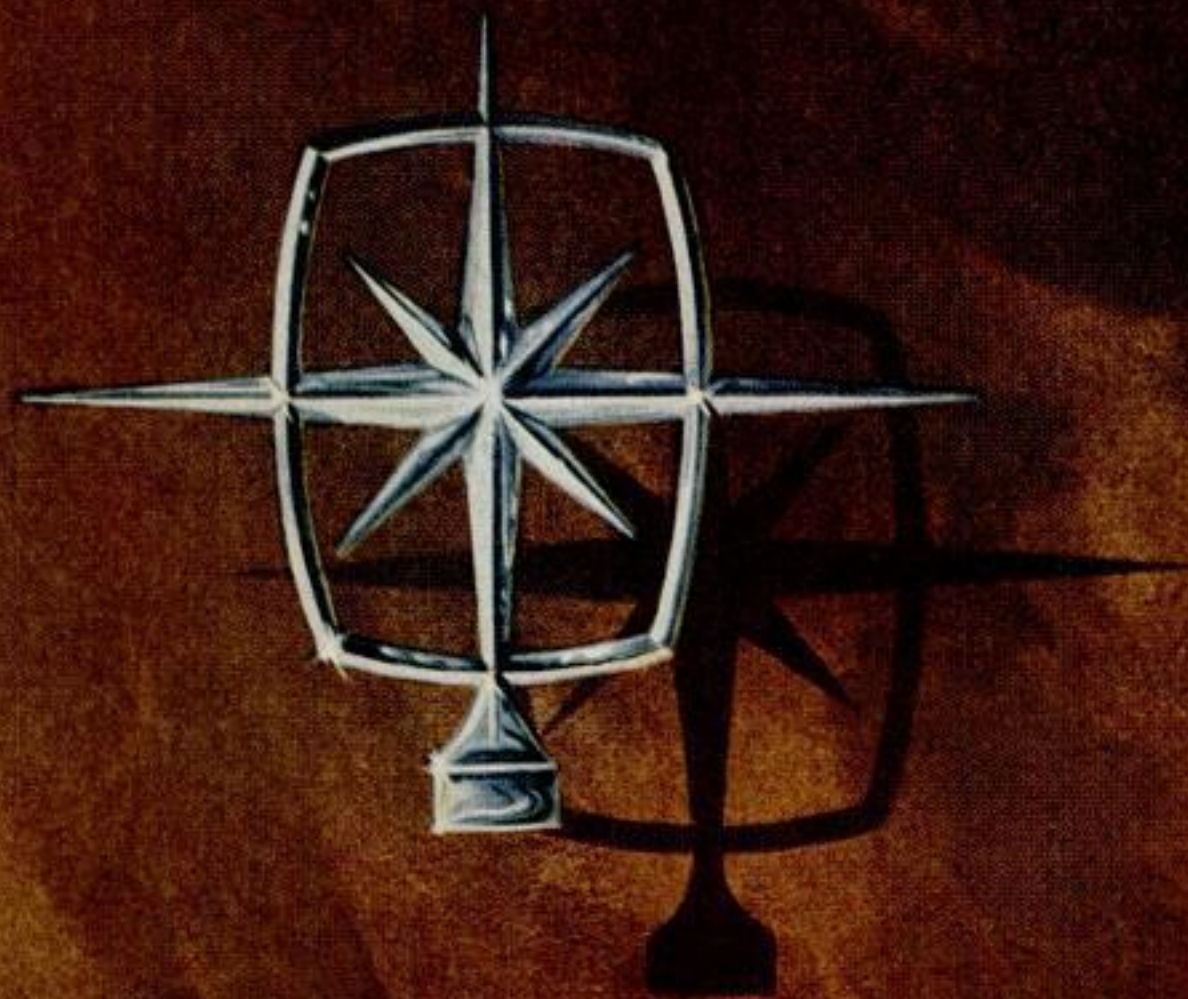
You'll serve this good country soup with pride. It's a creamy blend of seven vegetables — celery, carrots, corn, green beans, mushrooms, onions and tomatoes — gently seasoned and simmered to perfection. Heat up plenty. One bowlful makes you want more!

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Brand-new from Campbell — 2 hearty, warming soups everybody will love! Old-fashioned Tomato Rice! Cream of Vegetable! You'll be proud to serve these great new Campbell's Soups. When your family says you're a great cook... *smile!*

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Buy both...at your grocer's now!



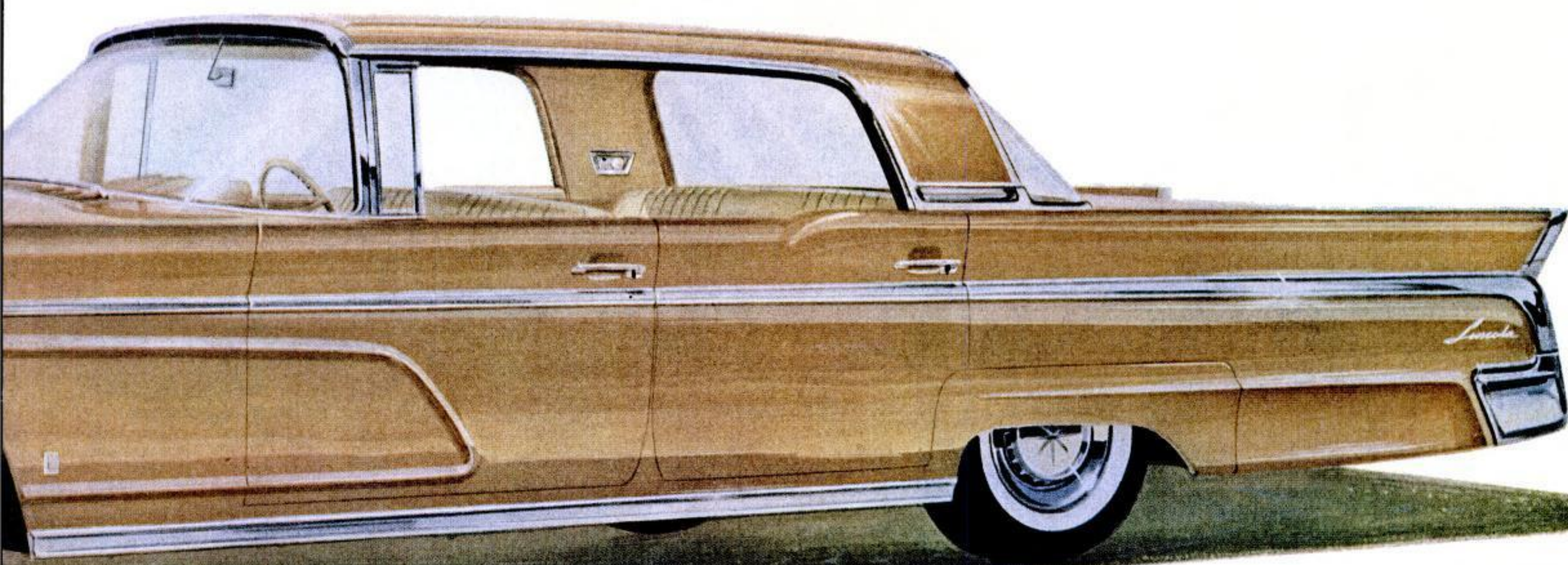
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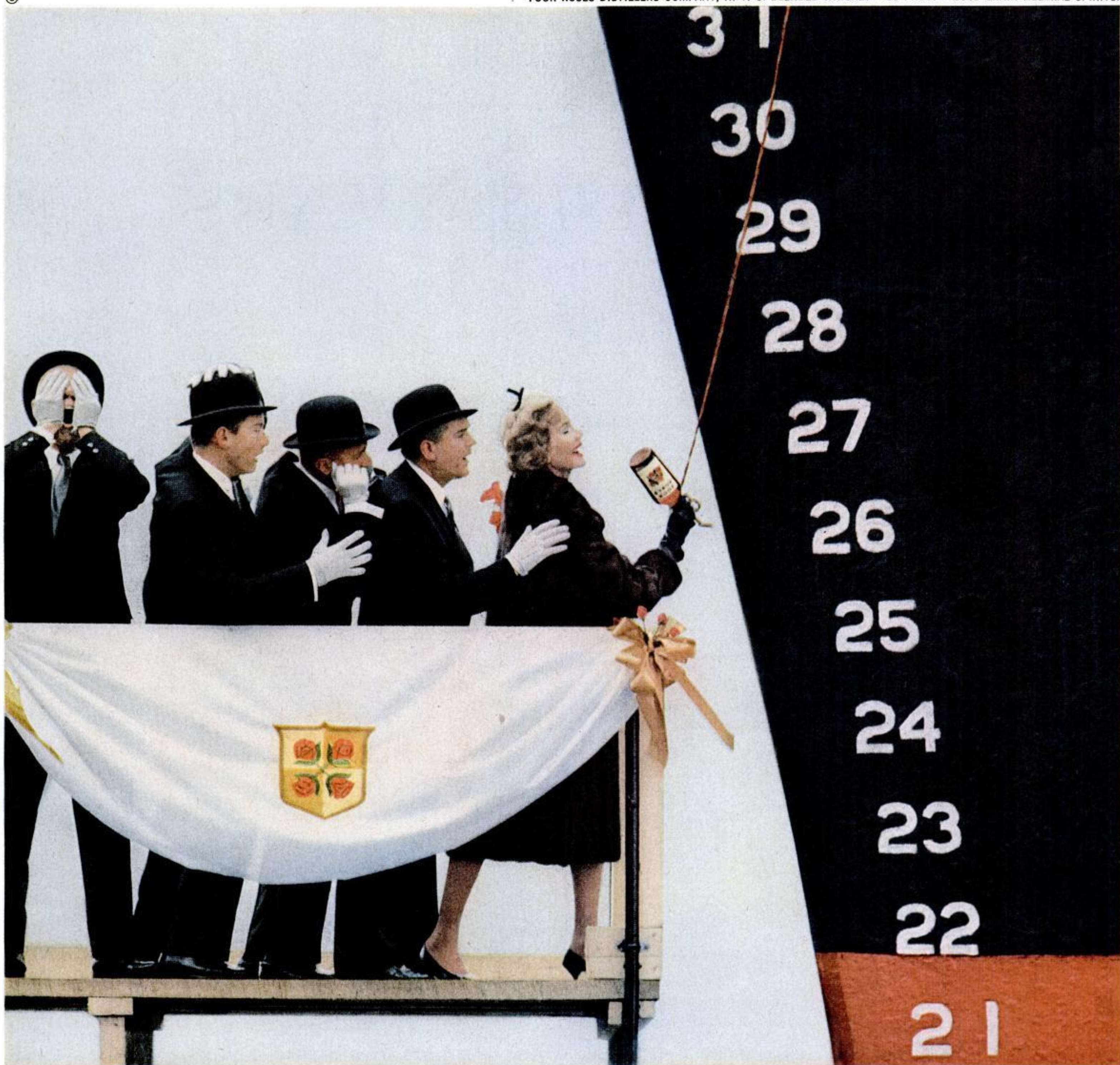
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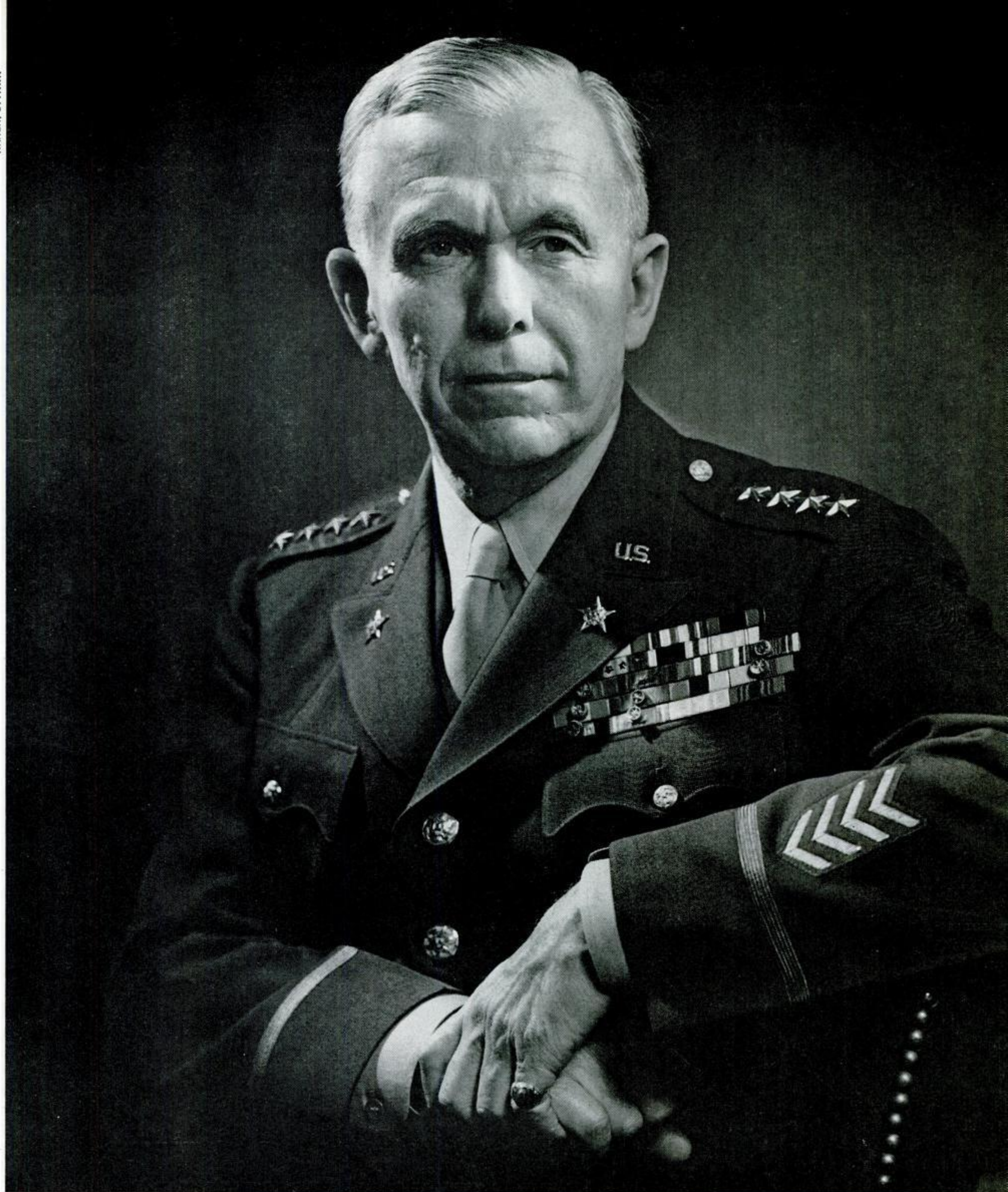
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No other full-strength whiskey is so smooth. 86 proof.



THE GENERAL in a formal 1944 portrait as the wartime U.S. Army Chief of Staff wore four stars, ribbons and chevrons for service in World War I. Later he was given five stars when the new rank of a General of the Army was created in December 1944.

U.S. LOSES A QUIET AND NOBLE SOLDIER

General Marshall, the disciplined, dedicated public man, dies at 78

General of the Army George Catlett Marshall, who died last week in Washington after a long illness, was the walking image of a distinguished U.S. military tradition. He was no pungent-phrased field commander. A close-mouthed man of disciplined bearing, he was a conscious throwback to the austere U.S. military leaders of the far and recent past whom he so much admired—Robert E. Lee, "Stonewall" Jackson, John J. Pershing. Like them, he gave himself selflessly to duty and bore criticism without blinking an eye. He commanded with efficiency, but formality. Few men called him George. To his frustration, which he carefully suppressed, his reputation for staff work kept him out of the field. But a keen professional mind and long experience made him one of the best operational brains the U.S. military has ever produced. As Chief of Staff he managed the immense task of building a 10-million-man army and

formulating much of the Allied strategy in World War II. He would have liked best what his old boss Harry Truman said: "As a military man, he was the best since the time of Robert E. Lee."

Ironically, for a perfectionist and military professional, General Marshall's peak of fame arrived in a period of ruthless world politics that was neither peace nor war. And the degree of fame was controversial. While Secretary of State he gave his name to the world's most ambitious recovery program—the Marshall Plan that restored Western Europe after the war. He was awarded the Nobel Peace Prize. Yet as Secretary he drew inevitable criticism, as did the failure of his peace mission in China—and some of it was slander. Marshall said that keeping his temper in face of such attacks was the hardest thing he ever did. But he did. "I am here to serve," he said, "not to satisfy a personal ambition."

THE MARSHALL STORY: FROM THE OLD ARMY TO GLOBAL



ALL-SOUTHERN TACKLE Marshall (top, center) posed with teammates on Virginia Military Institute team. He graduated 15th in class of 1901.



A PERSHING MAN, Marshall worked closely with the U.S. chief in World War I. Although he craved action Marshall was kept at headquarters.



FOUR-STAR AIDE to President Roosevelt at Casablanca in 1943, General Marshall helped plan invasion. Seated with them is Admiral Ernest J. King, Chief of Naval Operations. Standing behind are (left to right) Harry Hopkins, Lieut. General "Hap" Arnold, Lieut. General Brehon Somervell and Averell Harriman.

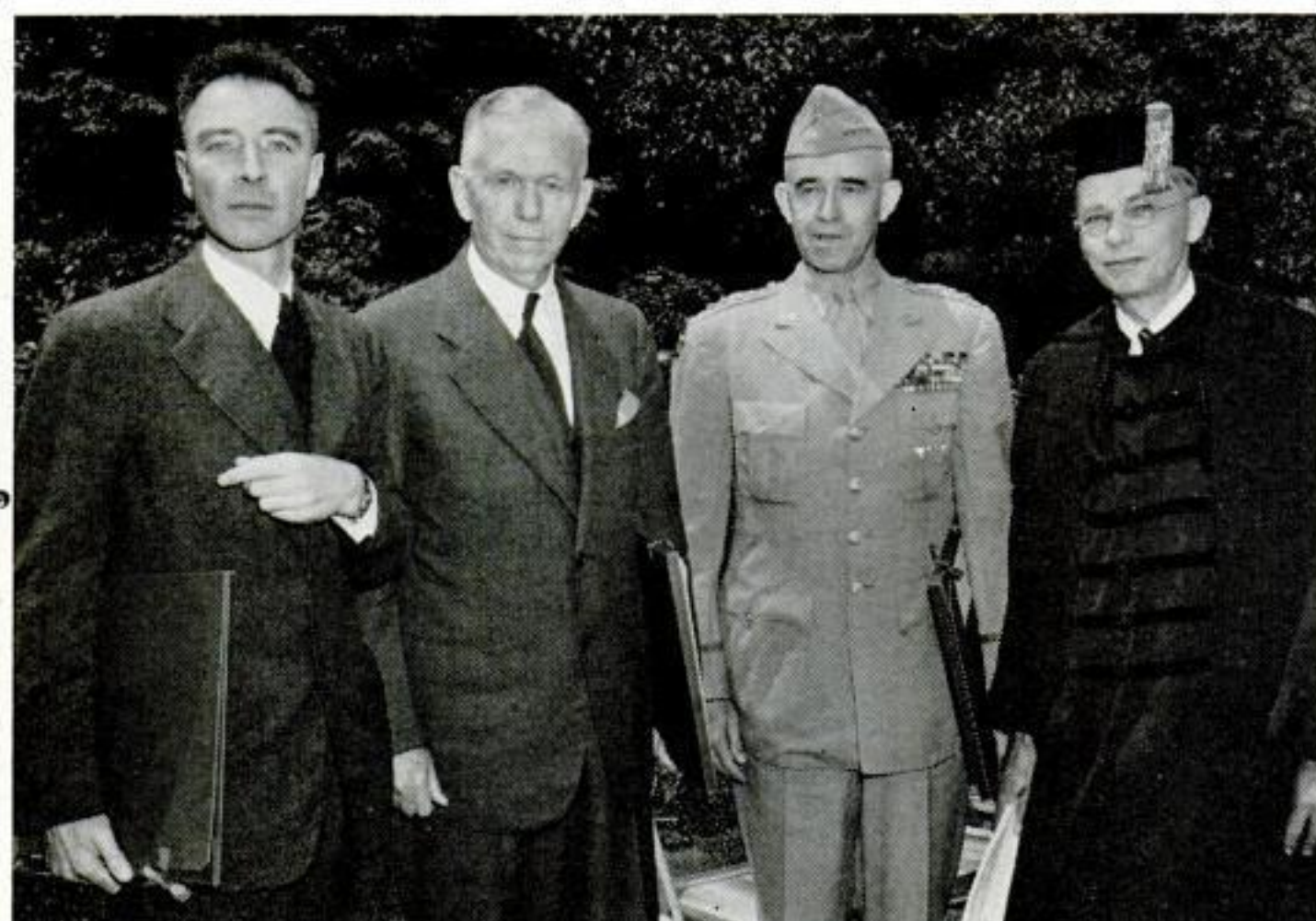


IN COMMUNIST COUNTRY Marshall reviews Red Chinese troops at Yen-an after temporary cease-fire was called in January 1946. With him are Chou En-lai (left), Communist army chief Chu Teh, Nation-

alist General Chang Chi-chung, Communist boss Mao Tse-tung. Marshall tried but failed to negotiate truce between Chinese Reds and Nationalists. Victory of Reds resulted in criticism of Marshall in U.S.



NATIONALIST HOSTS Generalissimo Chiang Kai-shek and Madame Chiang welcomed Marshall on his truce mission. After two years in China Marshall reported the mission's failure to President Truman.



MARSHALL PLAN was presented in 1947 at Harvard where he received honorary degree. Attending exercises were Physicist Robert Oppenheimer, Marshall, General Omar Bradley, Harvard's President Conant. Marshall got 1953 Nobel Peace Prize for plan, which in first four years gave \$22.4 billion to 23 needy countries.



AT U.N. SESSION in 1947 Secretary Marshall sat with fellow members of U.S. delegation Mrs. Eleanor Roosevelt and John Foster Dulles during early meetings of the General Assembly. As Secretary he called for firmness against Soviet aggression and military strength. The U.S. must "prepare or perish," he said.

STRATEGY AND COLD-WAR DIPLOMACY



IN NORMANDY General Marshall tours 1944 invasion area in "Duck" with his protégé and European field commander General Eisenhower (*dark glasses*), Admiral King (*right*). Marshall had strongly advo-

cated across-the-Channel attack in strategy meetings. He had wanted to have a combat command of his own, but was told by President Roosevelt, "I wouldn't sleep at night with you out of the country."



SECRETARY OF STATE Marshall is sworn in by Chief Justice Fred M. Vinson at White House in 1947 as President Truman watches. Behind Vinson (*from left*) are Senators Connally and Vandenberg,

Admiral Leahy. Marshall was drafted for job after former Secretary James F. Byrnes had parted with the President. Truman praised Marshall not only as a military man, but as a great Secretary and diplomat.



NEGOTIATOR IN MOSCOW, Marshall joined Big Four foreign ministers in 1947 to frame peace treaties for Austria and Germany. Conference broke up without a settlement after some 46 days of haggling.



SECRETARY OF DEFENSE Marshall visited Korea in 1951 with General Matthew B. Ridgway (*left*) and Lieut. General James A. Van Fleet. Called back as Defense Secretary in September 1950, Marshall retired after 12 months. In declining health ever since, he suffered two strokes this year that led to his death.

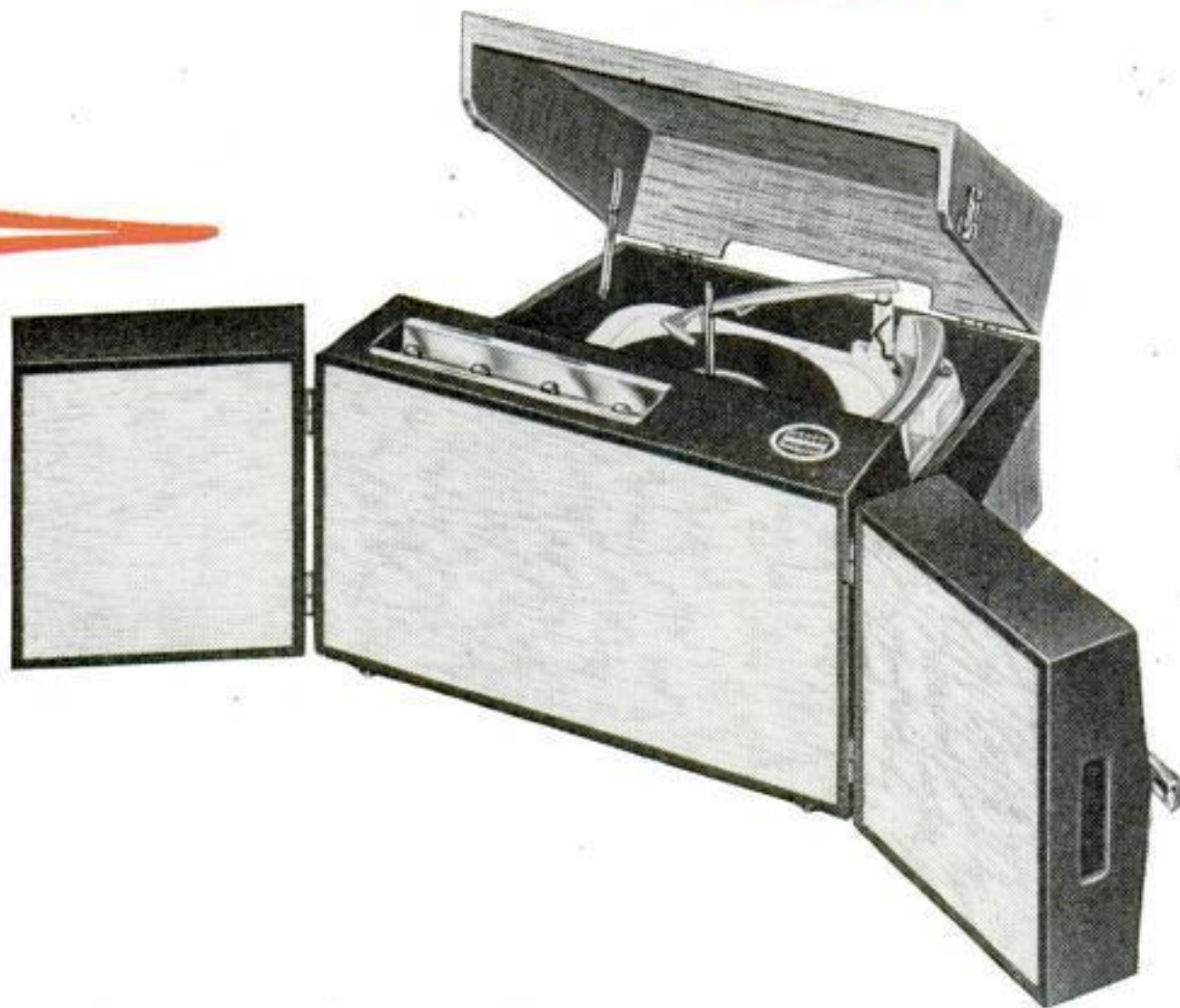


NOBEL PRIZE WINNER MARSHALL AND WIFE READ CONGRATULATORY WIRES →

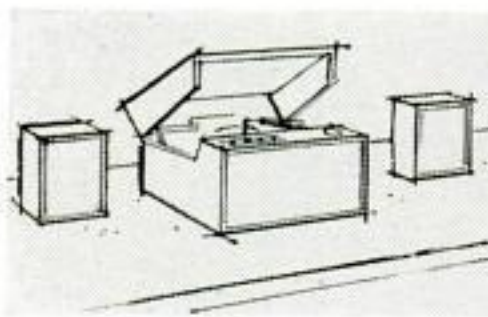


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This marvelous new Webcor gives you superb stereo as a self-contained fonograf through "sound contact" hinges. Or detach and separate speaker wings from the fonograf with 8' cords for even finer stereo reproduction. What's more, you can enjoy this finest stereo sound for a mere fraction of the price you'd expect to pay!

The 1960 Holiday Imperial has three stereo speakers—a powerful 14-watt dual-channel amplifier—and automatic 4-speed stereo-diskchanger. In black and silver shale or black copper and brown shale. Webcor Automatic Portables start at \$79.95. Prices slightly higher South and West.

FREE! Stereo demonstration record included.
Selections from Somerset "Stereo-Fidelity" library.



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THE LAST TRIBUTE: flags at Washington Monument flutter at half-staff for General Marshall after an official proclamation by President Eisenhower.

Presenting the completely new
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The car of your life
for the time of your life!

There have never been so many new advances in Chrysler, for any single year, as you'll see in the new Chrysler for 1960. Bold strides in styling . . . in ride and room . . . in reliability and convenience.

New ideas in styling. Shaped for the *spirited sixties*, that new and adventurous and eager decade ahead. Bold, strong grille. Graceful rear deck. Flying wedge taillight design. Clean lines sheathed in color-bright Lustre-Bond, the hardest automotive finish known.

New ideas in convenience. Every Chrysler offers automatic Swivel Seats. Open the door . . . they turn out. Leave the car . . . they turn in. Automatically! Inside, your fingertips span a nest of pushbutton controls. Instruments are housed in a new three-dimensional AstraDome control center. And at night, new Panelescent lighting bathes them in a soft, glare-free glow.

New ideas in comfort. With all that's new, there's a return to comfort, too. Seats have been raised . . . padded with extra foam rubber . . . reinforced with a new spring design. There's

more leg, knee, hip and head room front and back! Door openings are wider . . . with no knee-knocking projections. New interiors are clothed in sturdy, color-bright designer fabrics.

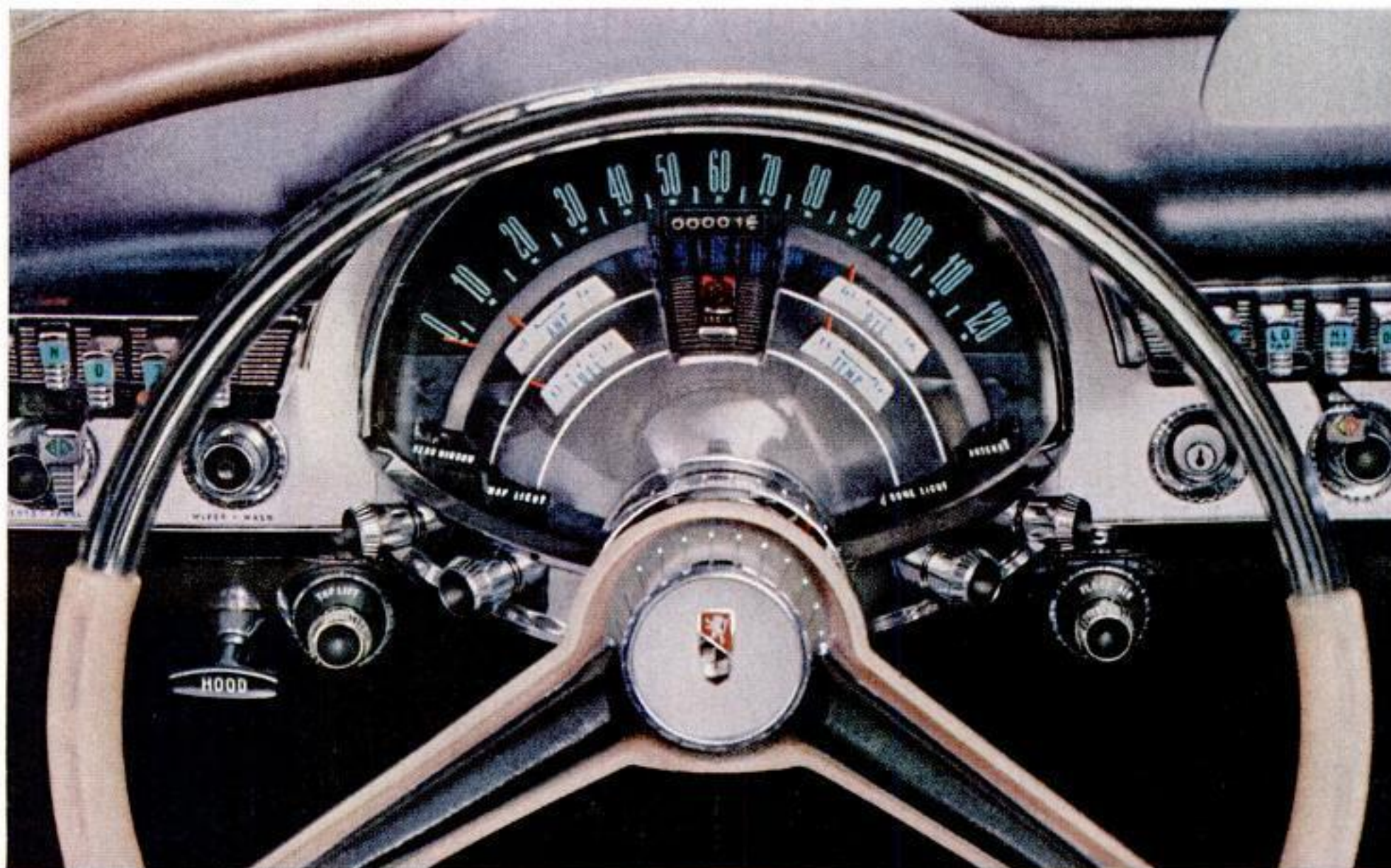
New ideas in reliability. For 1960, Chrysler features a new body and frame built in a single, rattle-free unit. Stronger. Quieter. Yields more room inside. Chrysler calls it *Unibody*. It's rugged . . . with a velvet road touch. A new protective dipping process locks rust out of vital areas.

Get touching close to this new Chrysler soon. Compare its fresh, clean beauty with the look of any other car. Swing inside and see how Chrysler has actually built in *more* room while other cars continue to be cramped. Then take it out on the road and have the time of your life!

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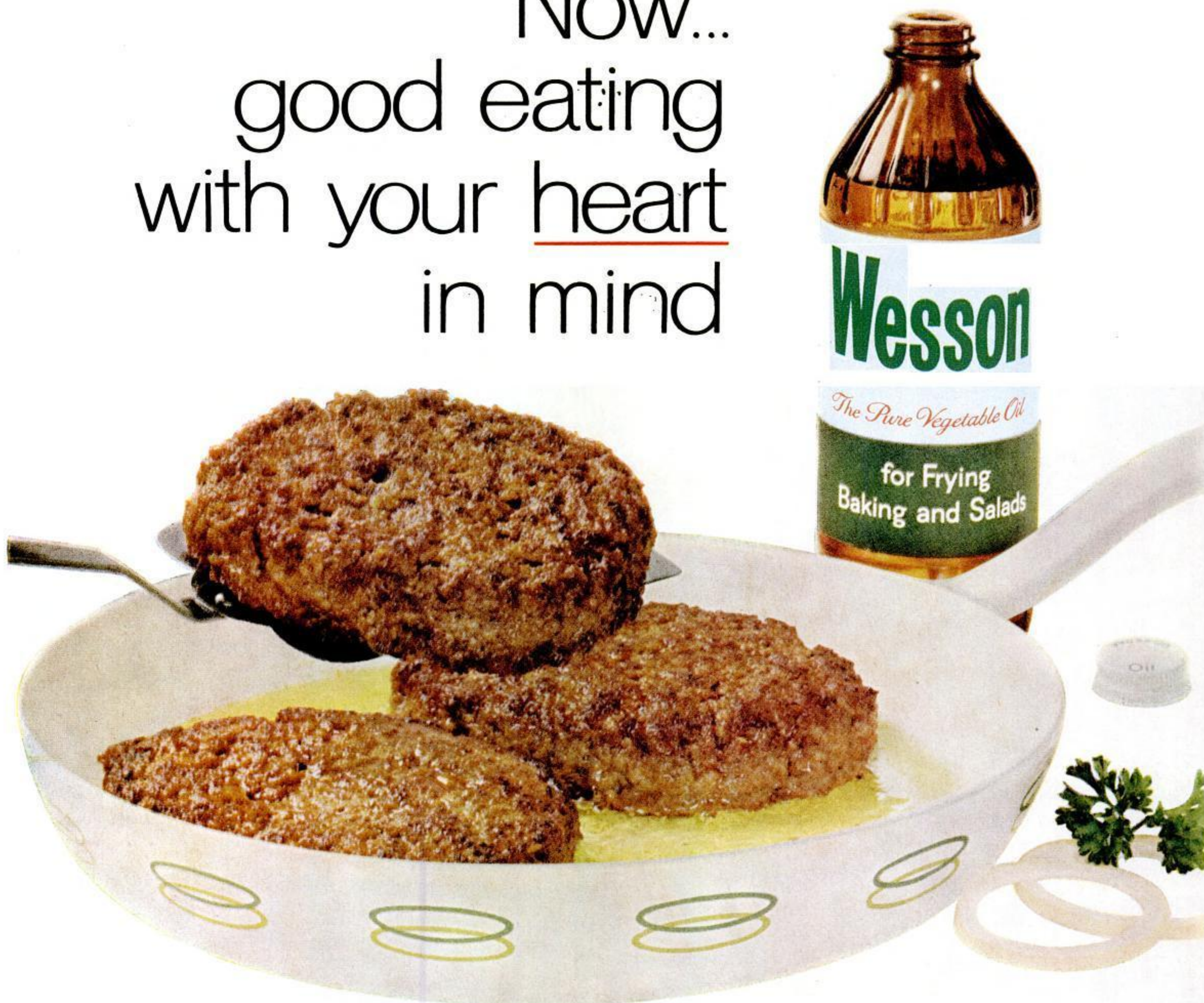
Attention all "private eyes," French chambermaids (and *everyone* else who carries keys). Thanks to an ingenious new design, Buxton's new leather Key-tainers (from the smallest to the very largest) are thinner than an empty billfold. They never bulge. Never look bulky. Always keep their slim shape. What's more, they flip open at the touch of a button. In eight exciting colors. **thin Key-tainer® by BUXTON**
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THE TIME OF YOUR LIFE!



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good eating
with your heart
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When you reach for the skillet... reach for the Wesson!

In newspapers, in magazines—almost every day you read reports of those heart authorities who are recommending the poly-unsaturated qualities of *liquid* pure vegetable oil in place of the saturated *solid* fats. Calorie for calorie, Wesson gives you up to five times more poly-unsaturate than shortening, ordinary margarine or lard, up to twenty times more than butter.

Cholesterol is the villain. Solid fats have been found to *build up* cholesterol in the blood. But Wesson—the pure vegetable oil—has the opposite effect and helps *reduce* cholesterol.

For your heart's sake. Serve balanced meals, eat moderately, and watch your weight, as your own doctor will tell you. And, in preparing food where shortening is called for—especially those wonderful skillet dishes your family loves—use poly-unsaturated pure vegetable Wesson.

Wesson takes the smoke out of frying, browns foods beautifully to taste their very best. Lighter and clearer than any other leading brand, Wesson is also the freshest, most highly refined pure vegetable oil you can buy—completely salt-free, *never hydrogenated*.

FREE 16-page booklet of Wesson recipes for "Good Eating With Your Heart in Mind". Write The Wesson People, Box 873, New Orleans 2, La.

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cholesterol,
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in coronary
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BOOTY FROM HIS SPREE is displayed by Joe Miraglia in the living room of his parents' home. A partial list of Miraglia's acquisitions, most of them unpaid for, includes the dog in his arms, suits, plus jackets, slacks, pajamas and accessories

(on wall), four hats (extreme left and right), five pairs of shoes and one pair of slippers, eight silk custom-made shirts and an assortment of liquor brought home from Cuba. In the foreground are two electric shavers and several toy figures.

My \$10,000 Credit Card Binge

19-YEAR-OLD BOY DESCRIBES HIS NATIONWIDE FREE RIDE

by JOSEPH R. MIRAGLIA

WHEN I checked into a \$55 suite at the Waldorf Hotel in New York City on Sept. 10 and ordered two bottles of champagne, I had no idea that I was beginning a \$10,000 spree that would take me to some of the biggest and fanciest hotels and resorts in North America. For a month I went a million miles away from the tenement building on New York's lower East Side where I live with my mother, stepfather and brother. All of a sudden, I was no longer just a 19-year-old, \$73-a-week clerk. I was somebody.

For a long time I thought that credit cards were only for "men of responsibility," but one day last summer I saw a whole stack of Hilton Hotels' Carte Blanche applications on a table in a restaurant. I picked one up, filled it out and sent it in. It didn't cost anything, and it didn't ask anything about my age. All it said was that it would open up a new and magical world to me. Other ads seemed to grow out of every corner

of the city saying you should go now, pay later—live it up and charge it. I couldn't believe it was as easy as that, but I wanted to find out.

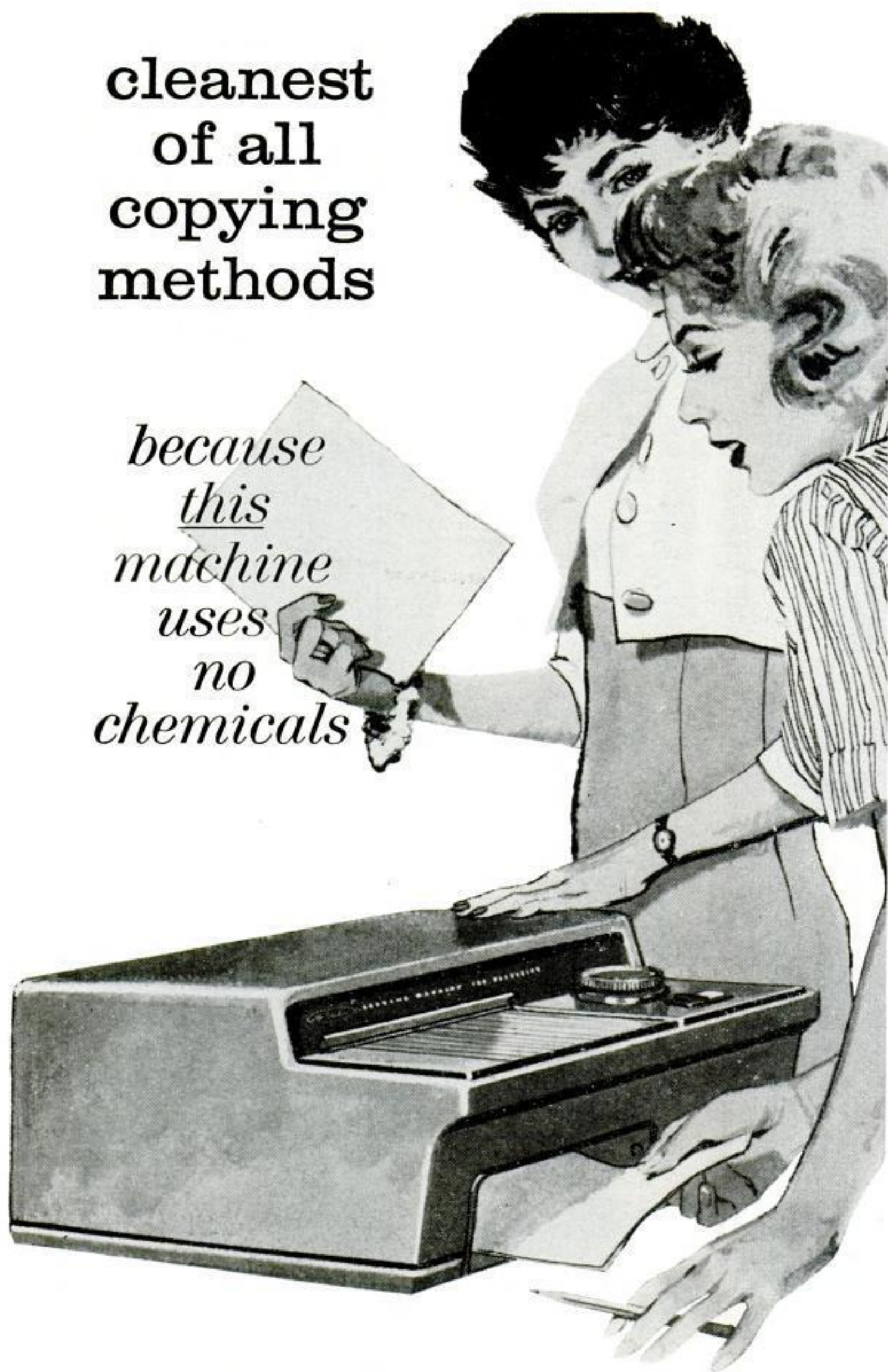
A few weeks later a big white envelope came in the mail. In it was the card and a letter that said something like "this card is your key to every luxury Hilton has to offer." There was also a catalogue of all things you could buy and do. I had always dreamed of taking a big trip to all the fancy places, of living it up like a millionaire's son—just once.

I started getting out maps and plotting my dream trip. At first it was just for fun, but the card was burning a hole in my pocket. Finally I couldn't stand it. I told my parents I was going to spend a week with a friend. I took a cab to the Waldorf, wondering if I could even get in the front door, but nobody asked me any questions. They just showed me to my peach-colored suite and brought the champagne I ordered.

By the time I had finished the champagne I had stopped worrying

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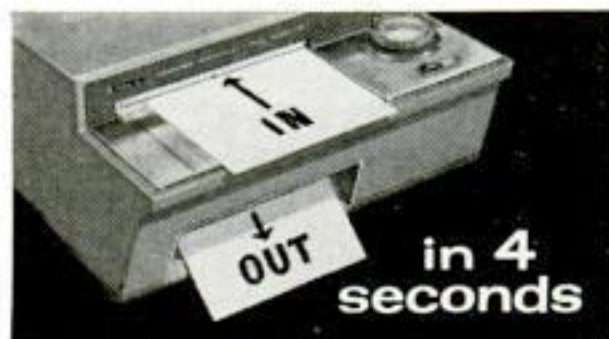
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Only "Thermo-Fax" Copying Machines do so many jobs ...so quickly, so easily, for such low cost!

Here's the one copying machine that operates *entirely* by electricity—making it the cleanest, the simplest to use. No fussing with spilly chemicals. No time wasted making negatives before getting a copy.

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WITH HIS FAMILY, Joseph Miraglia stands on roof of apartment building on New York's East Side where they live in fourth-floor walk-up. From left

CREDIT CARD BINGE CONTINUED

about the bill and started thinking of Montreal. Napoleon was my favorite hero and Montreal was the nearest thing to France.

The next morning they brought up my breakfast—coffee, orange juice and sweet rolls—and the newspapers. When I went down to pay the bill with the credit card, they looked at me like I was some kind of special guest. The bill came to \$73.33 for the night and I just signed. They said they hoped I would come back again soon.

I flew to Montreal that day (I paid cash for the ticket) and registered at the Reine Elizabeth Hotel, which everybody at the airport said was the best. I got a \$36-a-day suite with a big bedroom, two TVs, two bathrooms and a living room. At the hotel I met a beautiful blond, blue-eyed girl with a pageboy haircut, and I invited her to dinner. We went to one of the best restaurants, La Tour Eiffel, and ate all the specialties they had. For \$25 we had champagne cocktails, vichyssoise, beef in wine and crepes suzette. I had never had any of those things before. I just kept on signing for everything. I knew I was going to have a lot of big bills to pay, but I still thought I would somehow keep the whole binge within my means.

The next day a fantastic thing happened. I was passing by a fur shop window and decided to walk in and ask the manager if I could see some of the furs. He asked me if I was staying at the hotel and what my room number was. While I was looking through my wallet to find my key with the room number on it, he spotted my credit card. He called over an assistant to show me some mink stoles. I had no intention of buying anything but somehow, when he told me I could charge a \$675 silver mink stole for my new girl friend, I agreed to buy it. It was the most money I had ever spent.

All of a sudden, the credit card was just like an Aladdin's lamp and you didn't even have to rub it. I realized that if you could buy mink stoles with it, you could probably buy almost anything. That card gets you power and authority and respect. And I was given those things wherever I went with it—oh boy, was I given them!

My favorite purchase in Montreal, though, wasn't a mink. It was a dog. I couldn't resist a cocker spaniel puppy I saw in a pet shop. So I bought her too, for \$35. I named her Candy, for Canada, and she stayed with me for the whole trip.

By now I had charged nearly \$1,000 worth of food, hotel bills, a Hertz rented car and valet services. If I needed cash, people were happy to let me write out checks. They never wanted any identification besides the card.

I returned to New York four days later and spent a few days buying things in preparation for my next stop, Las Vegas. I made airline reservations—by way of Los Angeles—and bought Candy a big traveling kennel and a flashy \$18 rhinestone-studded collar.

In Las Vegas I lost \$20 in the slot machines at the airport before I even got to the Desert Inn where I stayed. Tony Martin was entertaining there, and Frank Sinatra was gambling there. I went up to



they are Emilio, 15, mother, Joe (in credit card clothes), stepfather Frank Cosentino. Before binge Joe worked in nearby Queens for \$72.90 a week.

the tables, and Frank Sinatra pushed some people aside and said, "Let the kid roll." I won \$400 in two days. In the afternoons I walked Candy and shopped with my credit card. I got a pair of white silk pajamas for \$35 and \$200 worth of clothes for a new girl friend. I think the dog was the one who kept bringing me girl friends. They couldn't resist her sad eyes.

By then I was giving \$10 tips for a couple of drinks. But still nobody questioned my spending. In the back of my mind I knew my time was running out, but I was in so deep that I couldn't stop.

I realized now that I could have anything I wanted, and I decided I needed some new clothes. I also wanted to see New York in style, so I flew back. I was disappointed to find out that there was no room at the Plaza, which looked very fancy, so I went to another place where I got a \$60 suite with a living room as big as a football field.

On 57th Street I went into a custom shirtmaker's shop. I told the salesman that I wanted to buy some shirts and charge them to my Carte Blanche. He told me I should get hand-tailored shirts like Cary Grant, who gets them at the same shop. He sold me eight silk shirts for \$179. I stopped at dozens of other men's wear stores all along Fifth Avenue and spent nearly \$2,000 on clothes in one day. I bought everything that caught my eye: four pairs of slacks, two sports jackets, a tuxedo, five pairs of shoes, a Rex Harrison hat, an evening hat, garters, three more pairs of silk pajamas, a silver-tipped walking stick, a gray smoking jacket, a royal blue velvet shirt and fancy luggage. I just told them to send everything to the hotel. I had spent only \$10 in cash, but by the time I got back to my football-field room, it was full up as far as the 40-yard line.

Living it up in Miami

MULLING over where I would go next, I remembered a scene in a movie showing somebody paying \$1.25 for a cup of coffee at a Miami Beach hotel called the Fontainebleau. The next day I was there, in a \$21 room with a satin chaise longue. I had \$400 in cash, mostly my Las Vegas winnings, which came in handy. When the Fontainebleau credit manager called me in, I thought the party was over. But he simply took my credit card and said he would give it back in three days. Meanwhile, I would have to pay cash for my bills. I never did get the card back, but I kept right on going without it.

The second night in Miami Beach I saw a show called *Tropical Nights*, straight from Havana. Before I knew it, I was on my way to Cuba. By this time it was taking two porters to carry my luggage. Havana turned out to be the biggest and best splurge of the whole trip. I got a huge \$37-a-day suite at the Habana Hilton hotel, with two balconies overlooking the ocean. I thought I would have to watch my expenses without my Carte Blanche. But when I said that I had once had a card, that was good enough for them. They told me it would be fine if I paid my hotel bill by check and said I could also cash \$250 worth of checks in case I needed some change. The first time I

CONTINUED



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• **NOTHING IN THE EAR!** • **NO CORDS—NO BUTTONS!**

Visit your Zenith Hearing Aid Dealer now and see the fabulous "Parade of Progress." One of the remarkable new hearing aids on display is the new Zenith Imperial, designed to give greater comfort and unsurpassed performance to those who can use a bone conduction hearing aid.

OUTSTANDING ADVANTAGES OF THE IMPERIAL ARE:

- ★ Exclusive self-adjusting sound plate for most efficient sound transmission
- ★ Improved four-transistor circuit
- ★ Convenient fingertip controls

See the Imperial and other modern hearing aid advances at the Zenith "Parade of Progress." Whether you buy or not — come to see, to hear, to marvel! At your Zenith Hearing Aid Dealer's now.

*Lenses, frame fronts, and related professional services in connection with Zenith Eyeglass Hearing Aids are extra and available only through your ophthalmologist, optometrist or optician.

FREE! The valuable booklet, "Hearing Loss and the Family Doctor," contains information that may change your entire life. Know how to tell when a hearing loss is a definite handicap. Topics of special interest to the hard-of-hearing are discussed in this free booklet, written by a nationally prominent physician and published by Zenith Radio Corporation. Get your copy from your Zenith Hearing Aid Dealer, listed in the Yellow Pages.



ZENITH

**"LIVING SOUND"
HEARING AIDS**



PRIZED PURCHASE was this cocker spaniel pup which was bought in Canada. Miraglia used his newly acquired camera to snap the dog's picture at New York's Idlewild airport, just before they boarded plane for California.

CREDIT CARD BINGE CONTINUED

cashed a check, I only showed them a receipt for some shoes I had bought in Miami on the Carte Blanche. They said that was fine.

In Havana I rented a cabana with shower and a telephone and ate my breakfasts beside the pool. The first morning my breakfast was veal scallopini, chef's salad, mashed potatoes, string beans and a rum and Coca-Cola. I found a Dominican girl there who kept me company. I sent her out for hairdos and pedicures, charging them to my hotel bill. Candy ate filet mignon dinners which I ordered by room service, and I bought a box of \$1.40 cigars, even though I don't smoke them myself. Without any credit card or identification, except the shoe store receipt, I spent nearly \$1,000 in three days. It looked like they would have extended credit to a 6-month-old baby.

I got back to New York with 40¢ to my name and went to the Statler Hilton, where I cashed a \$100 check. When that ran out, I went over to the Plaza, where I had cashed another bad check about a month earlier, backed up by my credit card. The credit manager recognized me, and I knew then that the vacation was all over.

Two detectives came from the police station and arrested me for trying to pass a bad check. I guess I was kind of relieved to have it over with. I had overstayed Mr. Hilton's welcome and I knew it. I had used his card to cash more than \$2,000 worth of bad checks at his hotels. I had collected a truckload of loot and charged almost \$10,000 worth of fun to him. It didn't take any guts or nerve—only a signature on the dotted line.

I know I am in bad trouble now. I may have to go to jail. I guess I'll be working a long time to pay all my debts, but some day I hope to save up enough money to do it all over again. Next time I'll pay cash.



LAST STOP before returning to New York City on his riotous adventure was The Habana Hilton hotel in Cuba, where Miraglia's girl friend, the fourth of his journey, took his picture on the balcony of \$37-a-day suite.



Will you have the money to send them both to college?

Let **MONEY** help you guarantee it

If you're like most of us, there's only one way you can *guarantee* money to send your children to college . . . whether you're here or not.

That way is through enough life insurance. Otherwise you or your wife may have to say "No" to one of your youngsters.

This is another case where MONEY life insurance can make the big difference.

MONEY, you see, offers life insurance at a discount on policies of \$5,000 and up. These lower MONEY rates make it easier for you to provide a college education for *all* your children.

Free booklet gives examples of MONEY's lower rates, and discusses major points to consider when selecting a college for *your* children. Mail coupon for your copy.

MUTUAL OF NEW YORK

The Mutual Life Insurance Company Of New York, New York, N. Y.
Sales and service offices located throughout the United States and in Canada



For Life, Accident & Sickness, Group Insurance, Pension Plans, **MONEY** TODAY MEANS **MONEY** TOMORROW!

FREE BOOKLET HELPS
YOU CHOOSE COLLEGE
FOR YOUR CHILDREN

MONEY, Dept. L-109
Broadway at 55th St.
New York 19, N. Y.

Please send a copy of MONEY's free booklet, "IT'S
NEVER TOO EARLY TO PLAN FOR COLLEGE."

Name _____

Address _____

City _____ Zone _____ State _____

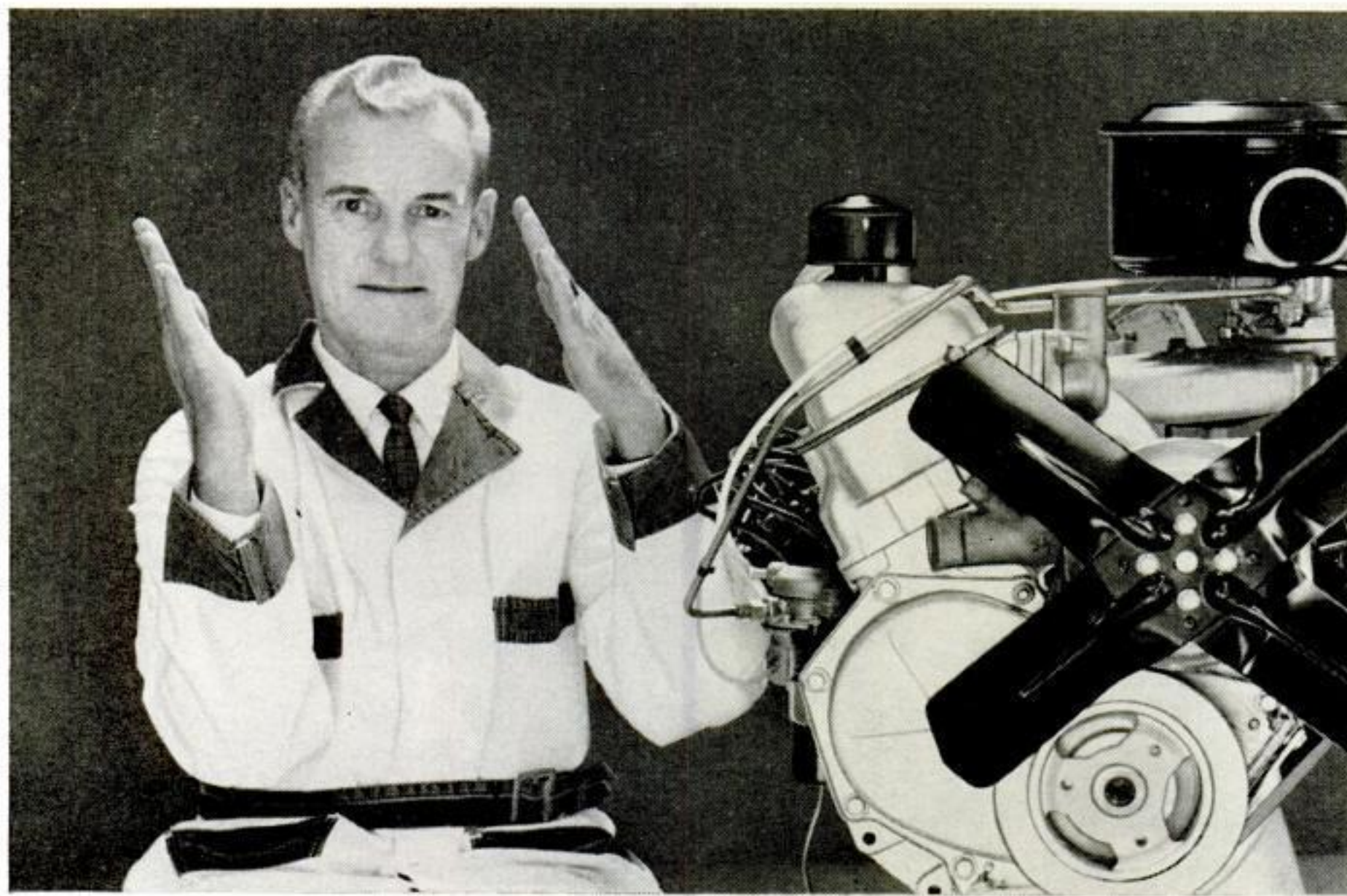
County _____

Occupation _____ Date of Birth _____



You'll think they've cut the price of gas 4¢ a

New 6-cylinder engine from Chrysler Corporation gives you 20% more passing power. Saves you 15% more on gas (like paying 4¢ less a gallon).



The secret is in the slant. New engine is inclined at a 30° angle. This allows space for an advanced manifold system that contributes importantly to high performance together with high economy.



Assembly lines at Chrysler Corporation are the most watched-over lines in the automotive industry. Each car goes through 38 major inspection points as it's being built. "The Quick, the Strong, and the Quiet" are the best-put-together cars in our history.



1960 PLYMOUTH

—The new 225 cubic-inch six-cylinder engine is available in the Savoy, Belvedere, Deluxe Suburban, Custom Suburban, and Fury 4-door sedan models.

gallon



DODGE DART

—Chrysler Corporation's new full-size entry in the popular-priced field—offers the new overhead-valve six cylinder engine in the Seneca and Pioneer models.



The six is in power again—put there by Chrysler Corporation engineers.

This new kind of engine helps deliver 20% more passing power than previous sixes. And gives you two to three miles more per gallon, besides. To look at it another way, it's like getting your gas 4¢ a gallon cheaper.

This new engine is mounted at a 30° angle. This permits a new, larger manifold system. Six long cast-aluminum tubes guide fuel and air to each cylinder to give you performance and efficiency sixes never had before.

The new slant also made possible a lower hood, a lower center of gravity, and easier accessibility.

You can see the difference in this engine; and you can feel it. This one proves that a six can be as smooth and quiet as a V-8. New extra-rigid crankshaft, new noise-absorbing rubber mountings, main bearings the same size as those used with the big Imperial engine, are some of the reasons why.

This is the six with get-up and go . . . that goes easy on gas. You'll find it available in Plymouth and Dodge Dart models.



PURE AUTOMOBILE... For the 1 man in 4 who wants a little bit more

The Quick, the Strong, and the Quiet
from CHRYSLER CORPORATION



PLYMOUTH • DODGE DART • DODGE • DE SOTO • CHRYSLER • IMPERIAL • VALIANT

New!

3WAY CURL SPRAY*



solves all three major hair spray problems !

**NO HIT-OR-MISS SPRAY,
NO MESS !**

New directional lever gives super-fine spray with perfect aim.

**NO MIDDAY FRAZZLE,
NO RAINY DAY DROOP!**

Curls last up to 50% longer than with any other leading spray!†

**NO LACQUERED LOOK!
NO STICKY FEEL !**

No annoying flakiness — hair stays soft and caressable. **150** plus tax



*Trademark
†Proved by an independent testing laboratory

Another fine Desert Flower product by **SHULTON**

AT LEADING COSMETIC AND TOILETRIES COUNTERS.

Astaire Tries for a Topper

Among the welter of "specials" spilling out on television this fall, the show with the highest hopes of being a hit is *Another Evening with Fred Astaire* (NBC-TV, Nov. 4, 9-10 p.m. E.S.T.). The debonair song-and-dance man hopes it will top the act he came up with last fall. That leisurely and light-footed revue turned out to be the best of the year and earned the hard-working Astaire nine Emmys—more TV awards than any other performer in the trade. This year, with Barrie Chase back as his partner, Astaire rehearsed for eight weeks before putting the show on tape. When he had every tap in time, he tied on his silk scarf and walked off—a professional pleased with his work.


Because a set of old show tunes are as important to Astaire as his toe cleats, *Puttin' on the Ritz* and *Top Hat*, *White Tie and Tails* will be back. For this year's show Astaire turned tunesmith and wrote *The Afterbeat*—a song that emphasizes the beat that comes after the downbeat. Astaire thinks it could catch on as a new teen-age dance.



HOOFING HARD, Astaire breaks into a fast shuffle across the television studio floor as he clowns his way through a scene.

SELF-ASSURED STROLLER offers modest estimate of his show: "I think it's possible that this one will be—well—okay."

CONTINUED



now
with *New*
Woodbury

wash natural beauty back into your complexion

EXCLUSIVE LOTION CONCENTRATE HELPS SKIN MOISTURIZE ITSELF!

Luxuriously different from today's drying toilet bars...fragrant new Woodbury is a *facial* beauty bar. Its unique ingredient—a beauty lotion concentrate—helps hold in your skin's own moisture to prevent dryness. Milder, creamier lather silkens your complexion...a gentle antiseptic combats blemishes.

Try this New Woodbury Beauty Facial. Work in rich lather with upward, outward motions. Rinse with warm water, then cold. Pat face with ice in soft cloth.

only Woodbury—for the skin you love to touch



INTRODUCTORY OFFER:
Buy three bars, get a fourth for just 1¢.
Dream Pink or Spray Green.

Fred Astaire and on the floor



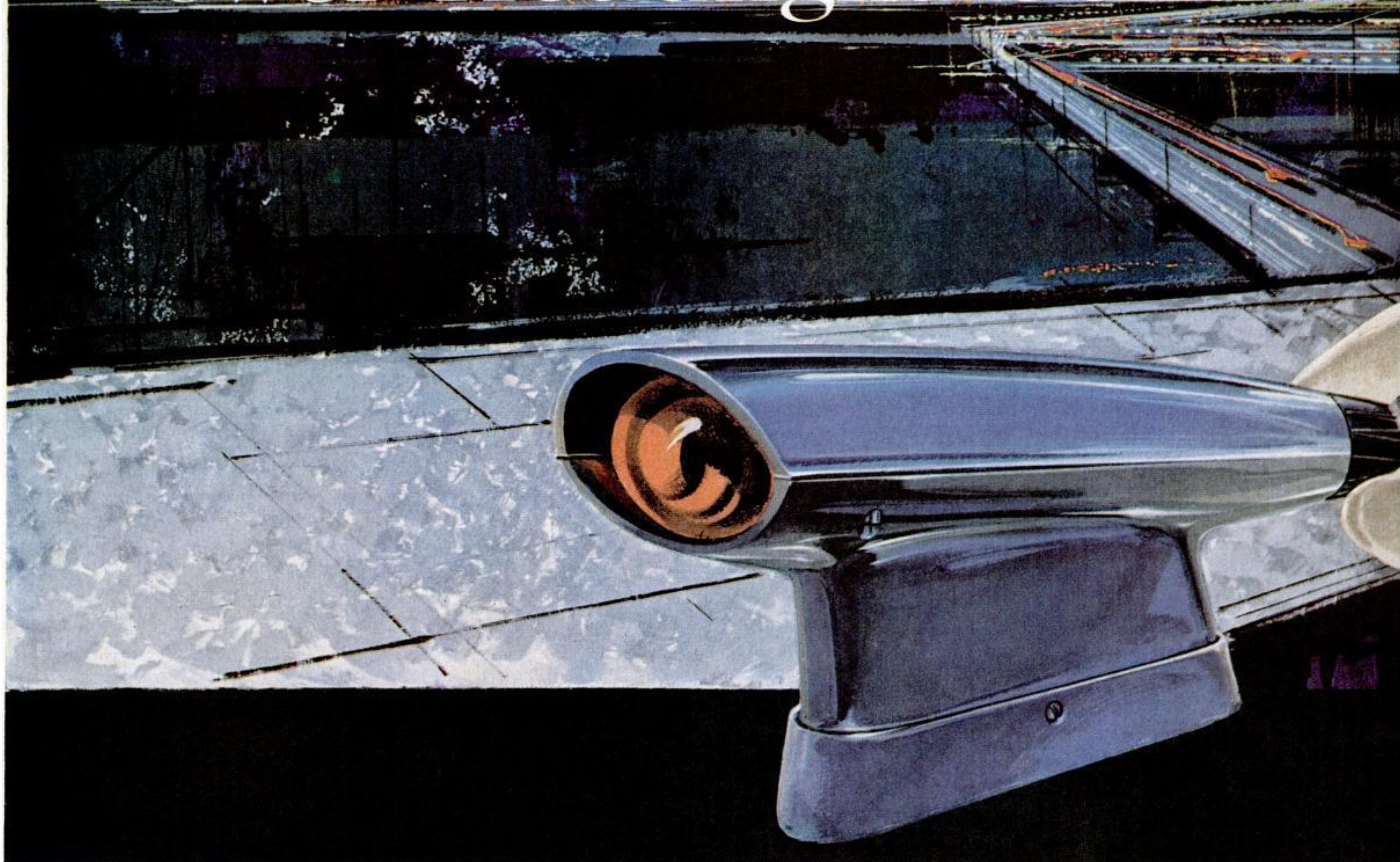
IN TWO YOUNGER-GENERATION DANCES, ASTAIRE AND BARRIE CHASE SATIRIZE BEATS (ABOVE) AND ROMP THROUGH THE NEW "AFTERBEAT" (RIGHT)



FINALLY FLOORED—COLLAPSED, MAN—ASTAIRE AND HIS WHOLE CHORUS OF DANCERS FINISH OFF A SCENE OF THEIR "AFTERBEAT," BEAT, BEAT, BEAT

GUIDE

Power Headlight Control



The FINAL TOUCH in safety and

SAFETY SALUTE

EXCLUSIVE NEW FEATURE TELLS OTHER NIGHT-TIME DRIVERS TO DIM DOWN, DIM DOWN THEIR BRIGHTS!

That's Right! With Guide-Matic and its exclusive Safety Salute, you automatically dim your own lights . . . tell others to dim theirs, too. And, Safety Salute is the added emphasis that makes even the sleepest oncoming driver snap wide awake. Now, you can see how . . . with a little prompting from Safety Salute . . . courtesy becomes contagious.

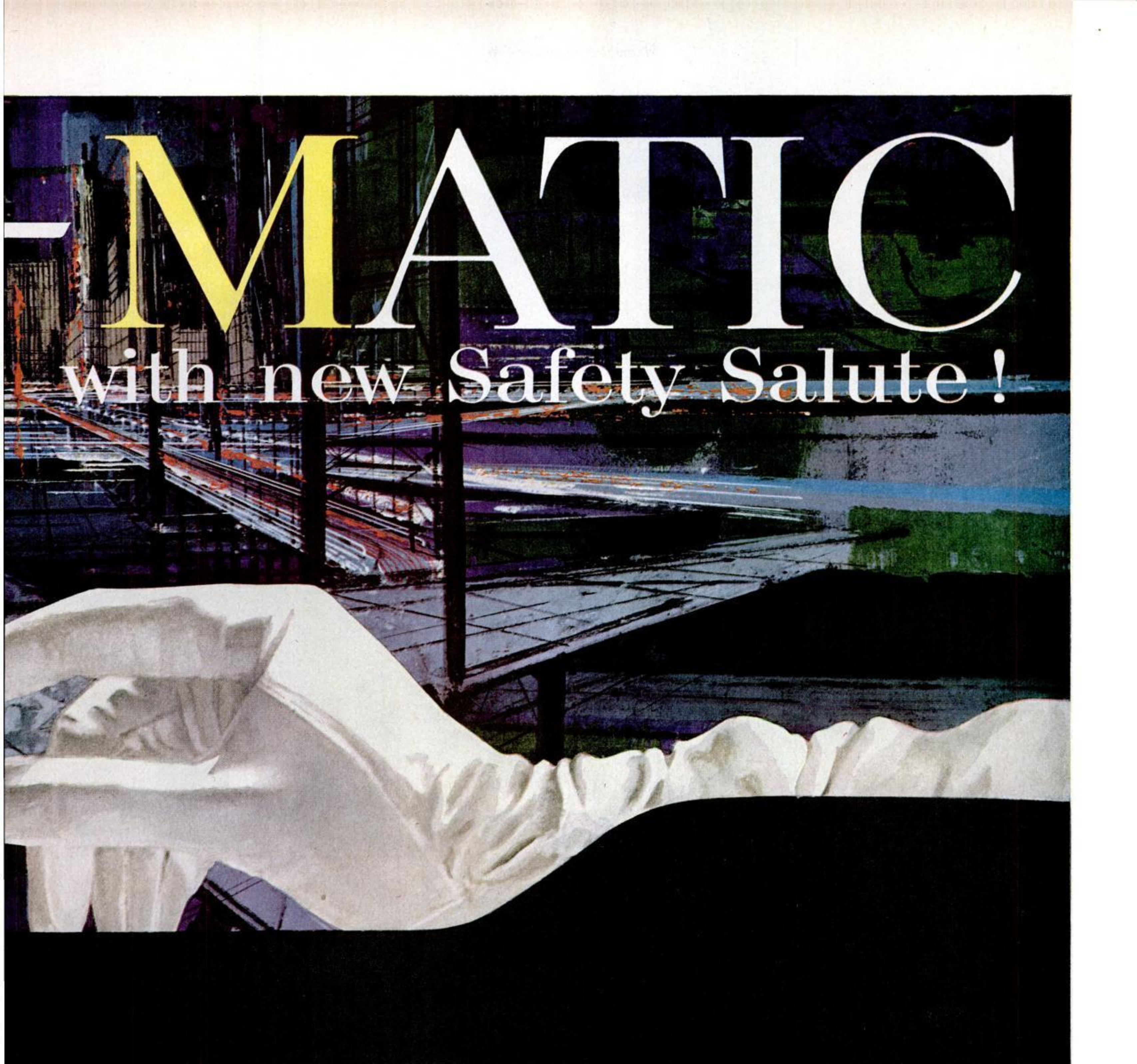
You'll be seeing it everywhere in 1960. Here's how Safety Salute works. Energized by the beams of an oncoming car, Guide-Matic softens the

brights ○○ 1 ○○ to a glare-free glow ●● 2 ●●. Here's the first signal for oncoming drivers to dim their brights. A split second later, the inboard beams wink off ●● 3 ●●, restating . . . with greater urgency . . . a safety message that can't be ignored. When the cars have passed, in perfect safety, Guide-Matic makes sure the brights are switched back on ○○ 4 ○○.

Look for Safety Salute tonight . . . try Guide-Matic tomorrow!

Available on

CADILLAC • BUICK • PONTIAC • OLDSMOBILE • CHEVROLET



GUIDE-MATIC

with new Safety Salute!

convenience for your 1960 GM car!

It's reassuring to drive with Guide-Matic beside you. For Guide-Matic can't be surprised. It's always there with the right light for every driving problem . . . at the earliest instant you need it. You can't help but become a better, more courteous, more efficient driver.

Guide-Matic automatically acts on your own individualized instructions . . . ones you've already dialed into the variable range control. Or, you can take over instantly with a touch of your toe.

On the job everywhere you drive, Guide-Matic insures greater visibility. As soon as you've passed an oncoming car . . . or while you're making a turn to a dimly lit street . . . Guide-Matic electronically flicks up your brights. Each time it does it with matchless speed and precision.

Tops in safety and convenience, Guide-Matic is surprisingly low in cost. Ask about the economical price when your dealer demonstrates the exclusive Guide-Matic Safety Salute, available only on General Motors cars.

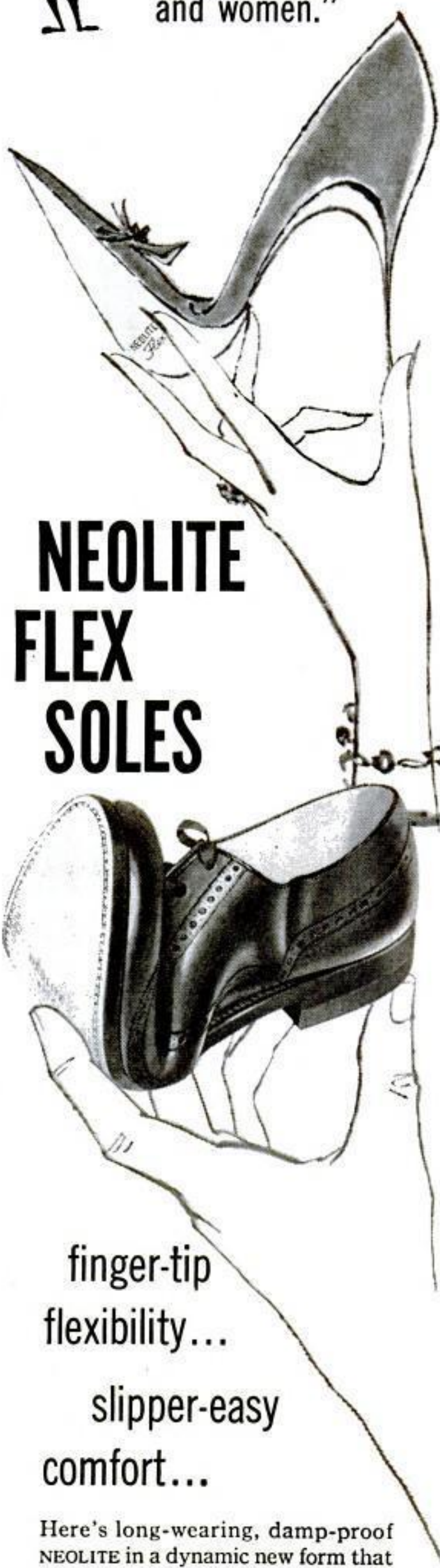
GUIDE-MATIC

POWER HEADLIGHT CONTROL

DEVELOPED BY GUIDE LAMP DIVISION OF GENERAL MOTORS CORPORATION • ANDERSON, INDIANA



Mr. NEOLITE says:
"Here's new walking
comfort for men
and women."



finger-tip
flexibility...

slipper-easy
comfort...

Here's long-wearing, damp-proof NEOLITE in a dynamic new form that bends smoothly, effortlessly... lets you walk more naturally than you've ever walked before. You'll find NEOLITE FLEX Soles on today's most comfortable brands of women's high-style shoes... on men's dress shoes... on men's and women's golf shoes, too. Looking for comfort? Look for the name "NEOLITE FLEX" on the soles whenever you buy shoes.

MADE ONLY BY
GOODYEAR

Watch the award-winning GOODYEAR THEATER
on TV every other Monday evening

NEOLITE, AN ELASTOMER-RESIN BLEND, T. M.—
THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO



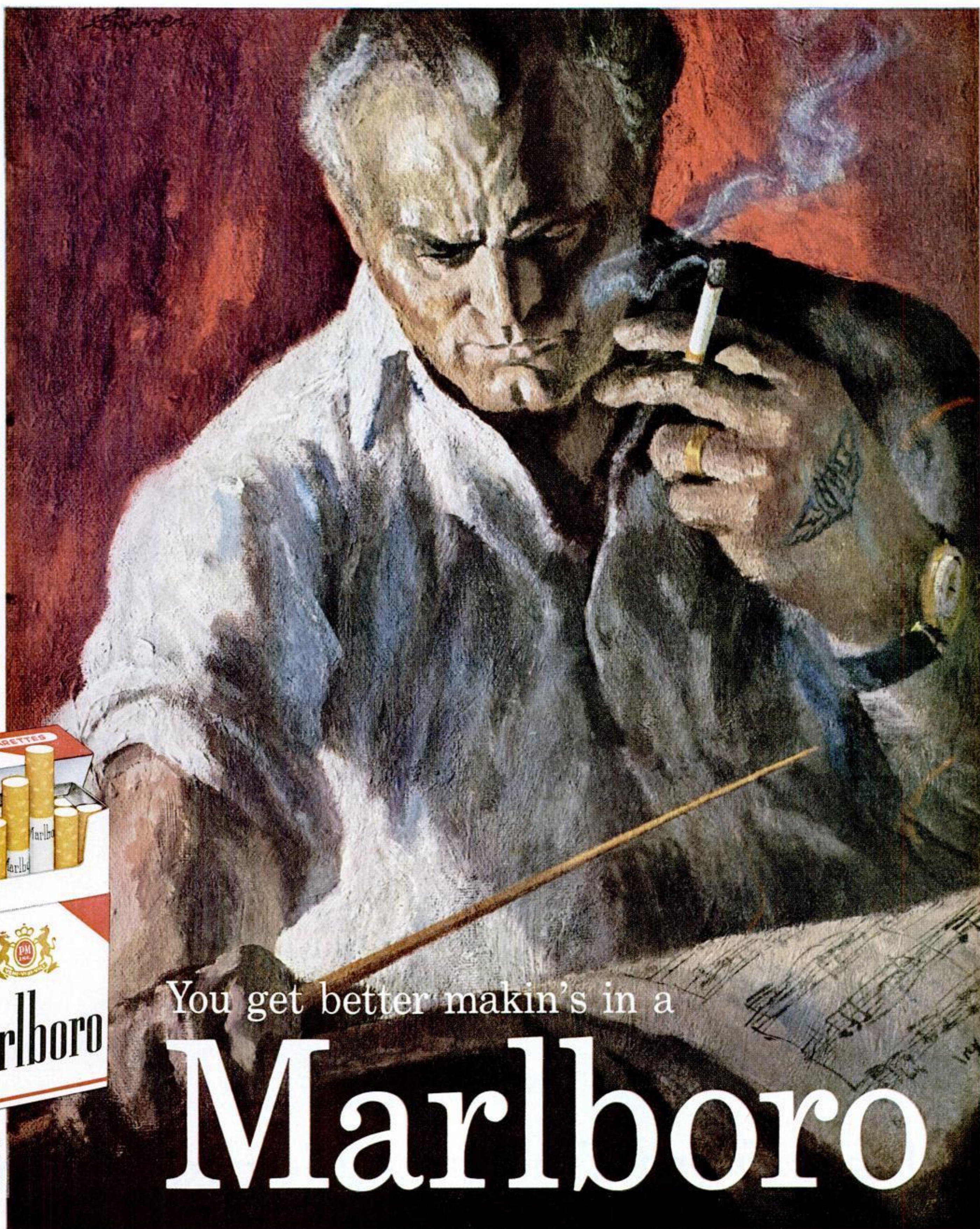
LIFTED TO THEIR LOFTY PERCHES BY A TRAVELING CRANE, DALLAS TAILORS BASTE UP THEIR BIGGEST CUSTOMER

Peaceable Texan Cowboy

Standing fearless, bowlegged and 45 feet tall in his high-heeled boots, Big Tex loomed over the midway at the Texas State Fair in Dallas. A papier-mâché monster with a skeleton of oil-well tubing, he has dominated the fairgrounds since 1952 when he was built. Each fall he is bolted together and zippered up in \$2,000 worth of Wild West clothing from the Lee Co., of Kansas City, Mo. Besides the roll-brimmed

hat he has a red-and-black-checked flannel shirt going 30 feet 10 inches around at the chest and a pair of blue dungarees tightly fitted around 23 feet of waist. The tailors generally have some spectacular sewing on their hands, as in picture above, before he is dressed. Significantly Big Tex is unarmed. A peaceable cowboy, he suggests to fairgoers that Texas can have rootin' and tootin' without shootin'.

The better the makin's, the better the smoke



Also in
King-Size
soft pack.

You get better makin's in a

Marlboro

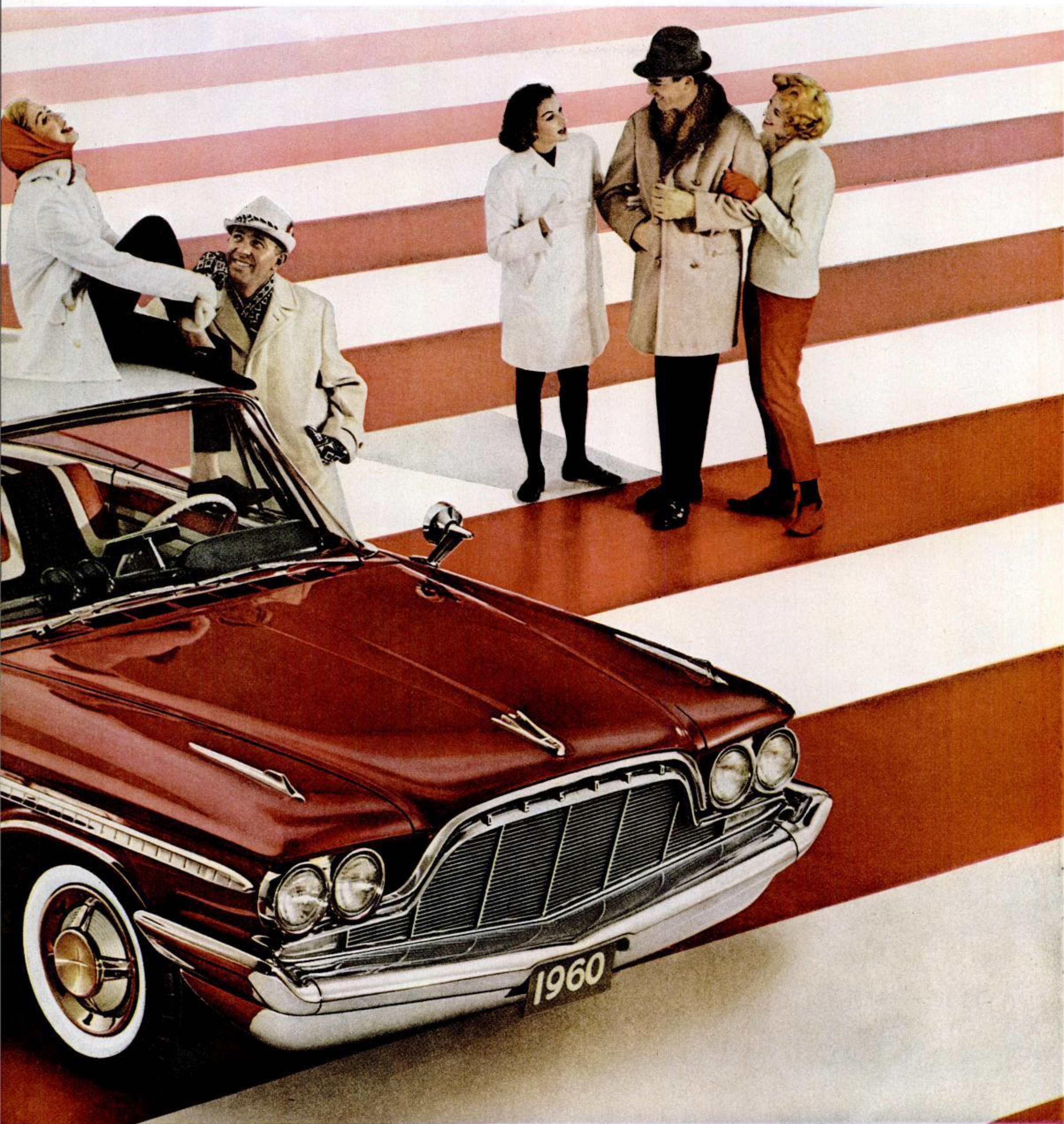
Sold and
enjoyed in all
the 50 states.

If you're thinking of changing brands, tattoo this in your mind... Marlboro's exclusive Filter-Flavor Formula gives you flavor you can get hold of. The improved Marlboro filter does what it's there for... You're smoking better when it's Marlboro.



New from Chrysler Corporation

1960 DE SOTO



CLOTHES BY EUROPE CRAFT IMPORTS

If this picture takes your breath away—imagine what a drive would do. The '60 De Soto is made expressly for those who want the newest and the best of everything modern.

The new De Soto makes no bones about being a big, luxurious car, one of the most powerful ever constructed. It has wall-to-wall carpeting, heavy

custom-made upholstery, rich and simple chrome.

The 1960 De Soto is probably the most durable car you can own . . . as time will prove. Built with Chrysler Corporation's new unit construction, the body is one piece of welded steel—rugged and rattle-proof. Unit construction plus famous Torsion-Aire suspension gives the new De Soto America's

steadiest, quietest and safest ride—bar none!

The 1960 De Soto offers every kind of luxury option: Thru-way Auto-pilot that lets you dial your speed, automatic swivel seats, Ultra-Fi phonograph, air conditioning—the works!

Best of all, your De Soto dealer has a wonderful price story to tell you. Why not see him today!

Nothing says quality like the '60 De Soto!



You . . . lovely in yellow!



You . . . glamorous in grey!

Angel Face makes all the difference. On the left, it's Golden Angel Face. On the right, it's Blushing Angel Face.

NEW COSMETIC DISCOVERY!

Now you can actually change your skin tone
to go with any fashion color

Have you discovered the fashion genius of new Angel Face? It's the new sheer veil of a foundation-and-powder-in-one that lets you change your skin tone to make *all* fashion colors flattering . . . even colors you never dared wear before!

Pond's discovery of *cosmetic-silicones* makes new Angel Face possible. Cosmetic-silicones create shades so soft and subtle they can't look artificial, heavy or masky . . . can't discolor . . . can't turn orangey. New Angel Face with cosmetic-silicones

even captures light to give your complexion a lovely lustrous look.

One new Angel Face shade makes dull skin blush, another shade turns sallow skin golden-pink, another changes ruddy skin to smooth ivory. From now on, you'd no more rely on one shade of compact makeup than you would on one lipstick! Consult the Angel Face Costume-Complexion Coordinator Chart at your cosmetic counter and choose your own loveliest shades of new Angel Face by Pond's.



New *Angel Face* by Pond's

NEW! The fabulous "Fashion Case" . . . golden tracery on ivory white or jet black. It holds—*not* masky cream, *not* messy powder but—finest powder-and-foundation-in-one. \$1.25 plus tax.



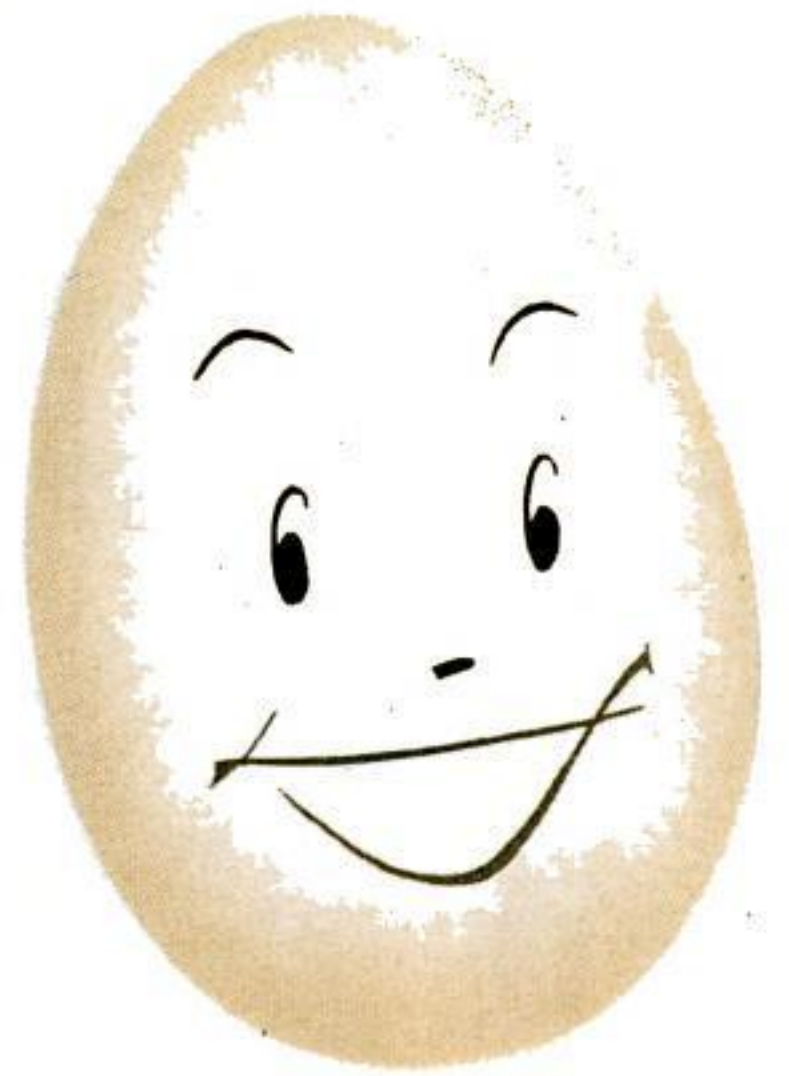
HEARING THE FIRST SOUND THAT HE CAN REMEMBER, KELLY SHORT POINTS TO HIS EAR (AT TOP), THEN LAUGHS

First Sound He Remembers

Six-year-old Kelly Short of Halifax, Va. could not make out what that strange thing was coming out of the earpiece. He had not heard a sound since he was six months old, and now, on his first day in the Virginia School for the Deaf and the Blind, he was getting an audiometer test. He put on the earpiece and waited. The volume of the middle "C" tone was raised to 75 decibels, which would be unpleasantly loud to a normal person. Kelly reacted in shocked,

and then happy, surprise. He had heard something.

This success opens up a new world for Kelly who has been able to communicate only by pointing. Using amplifiers, his teachers will show him how to distinguish between sounds and learn the meaning of spoken words. Then, babbling into a microphone, he will hear himself in the earphones and learn to speak. He will never be able to hear, even with aids, but he will be able to converse by lip reading.



I love
to get
boiled
in a
Dormeyer

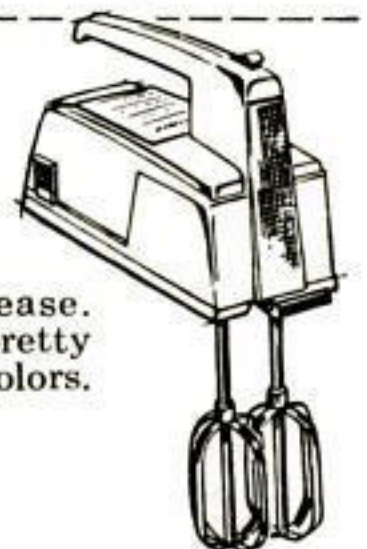


Handiest appliance ever is the Dormeyer Hurri-Hot. It warms, heats, boils—and in a hurry! Ideal for eggs, soups, gravies, instant tea, coffee, baby's bottle. For home, office, vacations. Chrome finish. 4-cup capacity. Egg rack and cover included.

Removable aluminum egg rack makes boiled eggs easy to handle.



Dormeyer's lightweight portable mixer does any job a larger mixer can do. Detachable cord, automatic beater release. Lifetime finish in pretty kitchen-matched colors.



Dormeyer

Dormeyer Corporation, Chicago 10, Ill.

FASTEST AND LARGEST



**LONDON
6 HOURS**

and 25 minutes
FROM NEW YORK

TWA Jets in the U.S. serve: NEW YORK • LOS ANGELES • CHICAGO • SAN FRANCISCO • PHILADELPHIA

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TWA INTERCONTINENTAL **BOEING 707**

TWA's mighty Jet fleet now wings across the Atlantic, flying the world's fastest, largest Jetliner non-stop from continent to continent. Just a few hours in the air and you're there... on the TWA Intercontinental Boeing 707. So let yourself go and enjoy this great Jet Age Adventure... the fun, color and excitement of London, Frankfurt, Paris, Rome. Don't wait... set your date. Call your travel agent or TWA.

Service to London, Frankfurt begins in November... shortly thereafter to Paris, Rome.

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TWA

TRANS WORLD AIRLINES



"So good in glass"

Sparkling glass bottles reseal easily for safe storage of syrups. Pure glass protects the delicate flavor and shows you just how much is left.

GLASS CONTAINER MANUFACTURERS INSTITUTE, 99 PARK AVENUE, NEW YORK

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COLLEGE FOR ALL ELEVEN



Denny, 21	Keith, 22	Victoria, 20	Margarite, 18	David, 16	Jeffrey, 15	Roger, 14	Judith, 13	Paula, 9	Deborah, 6	Carolyn, 5	
SENIOR Full tuition	FRESHMAN ½ tuition	FRESHMAN ½ tuition	FRESHMAN No tuition								1959—1960 \$1,320
	SOPHOMORE Full tuition	SOPHOMORE ½ tuition	SOPHOMORE ½ tuition	FRESHMAN No tuition							1960—1961 \$1,320
	JUNIOR Full tuition	JUNIOR ½ tuition	JUNIOR ½ tuition	SOPHOMORE No tuition							1961—1962 \$1,320
	SENIOR Full tuition	SENIOR ½ tuition	SENIOR ½ tuition	JUNIOR No tuition	FRESHMAN No tuition						1962—1963 \$1,320
				SENIOR Full tuition	SOPHOMORE ½ tuition	FRESHMAN ½ tuition					1963—1964 \$1,320
					JUNIOR Full tuition	SOPHOMORE ½ tuition	FRESHMAN ½ tuition				1964—1965 \$1,320
					SENIOR Full tuition	JUNIOR ½ tuition	SOPHOMORE ½ tuition				1965—1966 \$1,320
						SENIOR Full tuition	JUNIOR ½ tuition				1966—1967 \$660
							SENIOR Full tuition				1967—1968 \$660
								FRESHMAN Full tuition			1968—1969 \$660
								SOPHOMORE Full tuition			1969—1970 \$660
								JUNIOR Full tuition			1970—1971 \$660
								SENIOR Full tuition	FRESHMAN ½ tuition		1971—1972 \$1,100
									SOPHOMORE Full tuition	FRESHMAN ½ tuition	1972—1973 \$1,100
									JUNIOR Full tuition	SOPHOMORE ½ tuition	1973—1974 \$1,100
									SENIOR Full tuition	JUNIOR ½ tuition	1974—1975 \$1,100
										SENIOR Full tuition	1975—1976 \$1,100

Full tuition
½ tuition
½ tuition
No tuition

THE SCHMIDTS PROFIT FROM A CUT-RATE TUITION PLAN

Because it wants to encourage college-going as a family habit, Oregon's Catholic University of Portland this fall adopted a family plan providing education at cut-rate prices for brothers and sisters attending college at the same time. According to the plan the senior family member enrolled for a particular school year pays the full \$660 tuition for that year. The next eldest pays two-thirds tuition; the third pays only one third; and if any more younger brothers or sisters are there that year, their education is on the house.

One family that stands to make a real good thing out of the Portland Plan are the 11 Schmidt children, who are shown together in the picture above. The chart explains how the plan will work over the next 17 years for the Schmidts, all of whom expect to study at Portland. Denny (left), who is a senior, has paid full tuition every year. But this fall, with three Schmidt freshmen (see chart), the Schmidts will start enjoying their cut-rate

benefits. Keith, 22, will pay \$440. Victoria, 20, will pay \$220, and Margarite, 18, gets her freshman year free. Next year, after Denny has graduated, the tuition of the other three will move up a notch, but David, entering as a freshman, will pay nothing. By the time the remaining six Schmidts have passed through Portland, the family will have saved more than \$9,000 on tuition alone.

To ease still further the financial burden on their father, a real-estate man in nearby Salem, the children are working their way through college. Margarite has a \$100 scholarship. To save on living expenses Denny and Keith have bought and furnished a house near the campus. It cost them \$18,000, of which \$2,000 was in cash. It will be run as a boarding house by whichever Schmidts are in college. Since it can accommodate several paying boarders, the weekly rent will help pay off their debt by the time Carolyn, the last of the Schmidts, graduates in 1976.

TOTAL COST: \$18,040

CONTINUED

DELICIOUS LOOT Hawaiian treats for thirsty tricksters! Delectable **HAWAIIAN PUNCH** —with its special enchantment of pineapple, guava, papaya and passionfruit. And delectable **Hawaiian Golden Punch**—new pineapple-passionfruit drink. Happy Hawaiian hospitality for Halloween-time or any time. At good grocers everywhere, in 46-ounce cans and fresh-frozen.



COLLEGE FOR ELEVEN CONTINUED

STARTING SCHOOL



REGISTERING, Keith, Victoria (plaid dress) and Margarite get advice from registrar, Rev. Thomas LaPine, and old-hand Denny, who stands behind them.



NOTABLES greet Margarite on her first day. They are university's president, Rev. Howard J. Kenna, and Jim Altenhofen, 6-foot-5, star basketball player.

CONTINUED



THE EIGHT FOOT "LONGVIEW"

Count on Simmons, maker of the famous Beautyrest mattress, to bring you more roomy comfort for restful sleeping than any other convertible sofa. In Hide-A-Bed, you get a fashionable sofa designed to look like a sofa plus a bed that sleeps like a bed. And you get more relaxed sitting comfort, too, on genuine Beautyrest cushions. Choose from a wonderful range of modern, traditional and contemporary models . . .

and 200 exciting new decorator fabrics. Photographed here is the magnificent new "LONGVIEW," a super-sized Hide-A-Bed sofa . . . eight feet of strikingly beautiful fashion, designed to be the center of interest in today's smart room settings. Your local store will be happy to arrange for Simmons to custom-cover any Hide-A-Bed the way you want it . . . when you want it . . . and at the price you want to pay.

Only Hide-A-Bed gives you
real sleeping comfort by Simmons
plus a truly fashionable sofa

One easy motion converts your
Hide-A-Bed to a roomy double
bed, sleep-designed by Simmons.



**MEN OF
AMERICA:**

THE BUILDERS

Live-action shots of New York's great new skyscrapers—
on the scene with the George A. Fuller Construction Co.



Down beneath the street it starts its rise—

Floor on floor until it scrapes the skies!



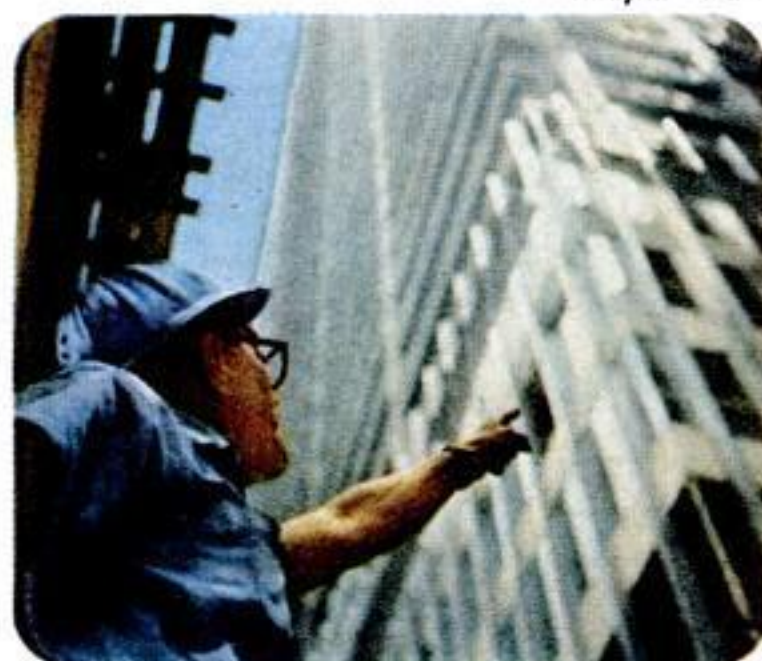
*Where they're building tall ones you'll find a man... stops and
takes big pleasure when and where he can... Chesterfield King!*



Top-tobacco filter action...



Tops in friendly satisfaction!



*Join the men who know—NOTHING SATISFIES
LIKE THE BIG CLEAN TASTE OF TOP-TOBACCO*

CHESTERFIELD KING

COLLEGE FOR ELEVEN CONTINUED

FIXING THE HOUSE



CLEANING UP after remodeling job on their new house, Schmidt brothers pile debris in back yard. Schmidt children will all live here while in college.



RESTING ON JOB, Keith takes time out for smoke on the stairs while Paula, 9, munches a sandwich. Keith, 22, spent the last four years in the Air Force.

COMING TO FLORIDA THIS WINTER?



One of the most exciting things you'll see on your trip to Florida is the amazing growth and progress of the beautiful, completely planned communities now being built on both the East and West coasts of Florida by the Mackle Company through General Development Corporation. Only when you have seen them with your own eyes will you fully understand why so many thousands of people are buying Florida homesites on the famous Mackle Plan—for vacation, retirement, or protection for the future. Only then will you fully appreciate what tremendous opportunities they offer you for as little as \$10 down and \$10 a month. Be wise. Plan your trip to include a visit to one or more of these impressive cities of the future.

NINE BRANCH OFFICES STRATEGICALLY LOCATED THROUGHOUT FLORIDA TO SERVE YOU

MIAMI BEACH
7143 Collins Avenue
HOLLYWOOD
300-A Johnson Street

FT. LAUDERDALE
1744 E. Sunrise Blvd.
WEST PALM BEACH
320 Datura Street

DAYTONA BEACH
149 Volusia Avenue
JACKSONVILLE
3056 Beach Boulevard

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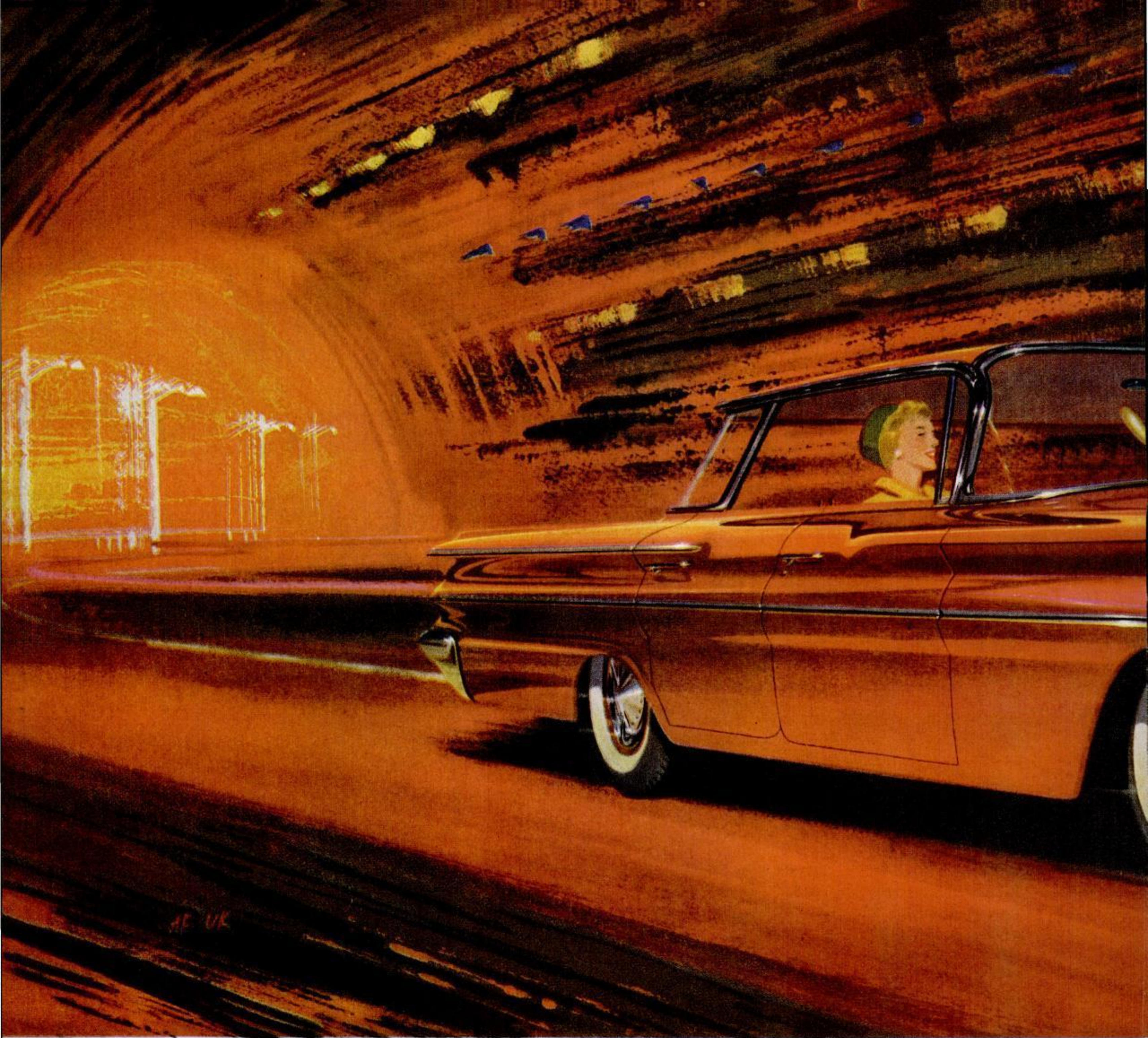
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You maneuver with skillful sureness in

Fresh-Point-of-View Beauty rides on balanced, wider stance to give unsurpassed driving accuracy

You discover a new driving precision when you accelerate a 1960 Pontiac into action. Under all its effortless eagerness you will feel a car that has *awakened* to the road.

The wheels are five inches farther apart. This widens the stance, firms the foundation, gives you balanced stability.

No more sleepy listing on curves. No more meandering to and fro over tar strips or rutted roads. The extended,

more stable stance of Wide-Track Wheels makes Pontiac go where you guide it... *stay* where you put it!

This takes the tension out of tight city traffic. It makes you more positive at turnpike pace. It's a driving experience totally new in passenger cars...and exclusively reserved for those who command a Pontiac.

Into Wide-Track Design, Pontiac has engineered an



The new Pontiac Catalina Vista for 1960

a 1960 Wide-Track Pontiac

ingeniously improved suspension system. This softens the ride, and, in combination with Wide-Track, gives you comfort unsurpassed in any other passenger car.

Sharpen your driving skill and pleasure in nineteen-sixty. Your local Pontiac dealer holds the key to Wide-Track travel. He'll be happy to hand it to you.



Wider stance gives you swayless stability, solid comfort. You maneuver with skillful sureness, accurate control. It's the most rewarding driving you've ever felt!

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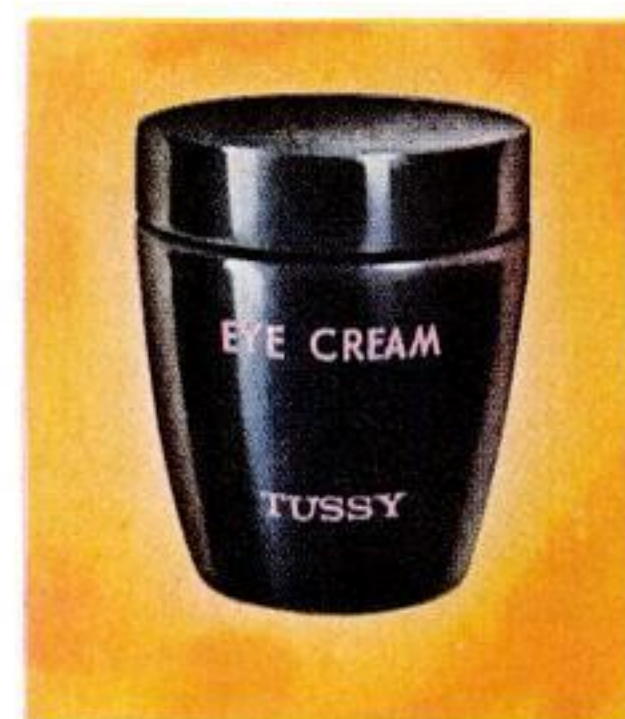
THE ONLY CAR WITH WIDE-TRACK WHEELS

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or TUSSY EYE CREAM

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Let Tussy Eye Cream help shoo
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But Tussy Eye Cream is rather
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blended for loving action . . .
to pamper this area that needs
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stars in your eyes for many
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Larger size, \$1.75, *plus tax.*

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ON TERRACE OF PALAZZO PUCCI OVERLOOKING FLORENCE, DESIGNER EMILIO PUCCI SITS WITH TABLE TOPS AND EVENING DRESS, HIS NEWEST CREATIONS

SWITCH FOR A SPORTY STYLIST

Pucci turns his famous Italian hand from sportswear to tables, evening garb

Emilio Pucci, who has done more than any other designer to make Italian sportswear world famous, has turned his versatile hand to some new enterprises. The 45-year-old marchese is shown above on the terrace of his Florentine palazzo with some of them. The table tops behind him are inspired by the flags of the ancient city of Siena and are made of silk scarves encased in plastic. They will soon be available in the U.S. for just under \$200. The model at right wears a Pucci evening dress, whose draped skirt matches the table top next to it and is derived from

a painting by Botticelli. On the table in front of Pucci is a bottle of Emilio Pucci *rosé* wine. Its bottle and label were designed by him and the wine was made from grapes from the Pucci vineyard. Pucci, who has also branched out into hats, men's ties and ceramics, is still looking around for new ideas. Although his colorful and boldly patterned silk shirts and slacks have already become a leisure-time uniform of the International Set, Pucci hopes to be able to come up with even more startling color schemes using an IBM computer to suggest new combinations.

CONTINUED

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OVER 27,000,000 SMART, THRIFTY WOMEN AGREE...

Green Stamp Savers Come Out Dollars Ahead

"It's so true!"

says **MRS. PAUL CORBRIDGE**, Rockford, Ill. homemaker.

"I know that I'm dollars ahead whenever I shop at Piggly Wiggly markets and other fine stores that give S&H Green Stamps. First, I'm dollars ahead because prices are low at these stores. And I'm dollars ahead again when I redeem S&H Green Stamps for all those wonderful gifts."

Mrs. Corbridge is shown with her oldest son, Kelley, age 3, relaxing in her attractive living room. Her two younger sons are Scott, 1½ years, and Brady, 6 months. The Corbridge home is located in a delightful section of Rockford. Mr. Corbridge is a commercial and industrial painting contractor.

You can be dollars ahead, too!



Good Housekeeping
Guarantees Performance
of America's
Only Nationwide
Stamp Plan



1. DOLLARS AHEAD when you shop where S&H Green Stamps are given—because prices are low at fine stores and service stations that give S&H Green Stamps.

2. DOLLARS AHEAD AGAIN when you redeem S&H Green Stamps—because you get such wonderful gifts with S&H Green Stamps. Over 1500 distinguished items to choose from.

3. AT YOUR S&H GREEN STAMP REDEMPTION STORE you're sure to get the gifts you want—when you want them!



Since 1896... America's Only Nationwide Stamp Plan

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AN ANCIENT HERITAGE AND A LIKING FOR ITS TRAPPINGS



PUCCI DRESSES UP IN 16TH CENTURY TRAPPINGS FOR A FLORENTINE FESTIVAL. HE BELONGS TO A NOBLE FAMILY THAT DATES BACK TO 13TH CENTURY



RELAXING IN CAPRI Pucci lunches with his young bride Cristina. He once flew this guitarist all the way to London to give Italian atmosphere to a show.

AT WORK IN FLORENCE Pucci shows new scarf to clients. The showroom in his palazzo is hung with flags from Siena, a favorite source of Pucci designs.



CONTINUED



Pan Am's Jet Clippers span oceans and continents in a few magic hours.

Now you can fly the world-famous Pan Am Jet Clippers

ACROSS THE PACIFIC and to **SOUTH AMERICA**

as well as to 9 cities in Europe

Now you can leave from the West Coast and fly Pan Am's *Intercontinental Jet Clippers** to both Hawaii and Japan.

These new Pan Am Jet Clipper services cut your flight time to Hawaii almost in *half*. And the Orient is 8 hours nearer than ever before!

Another new Jet Clipper service takes you from New York to Buenos Aires in 14¼ hours—ten hours faster than by propeller-driven airplanes! You fly via Caracas and Asunción.

Jet Clippers have been flying to London, Paris

and Rome for a year, and now include Frankfurt, Cologne/Düsseldorf, Amsterdam, Brussels, Hamburg and Copenhagen. Also, Pan Am has added the world's first Jet Polar service to Europe, bringing London within 12 hours of the West Coast.

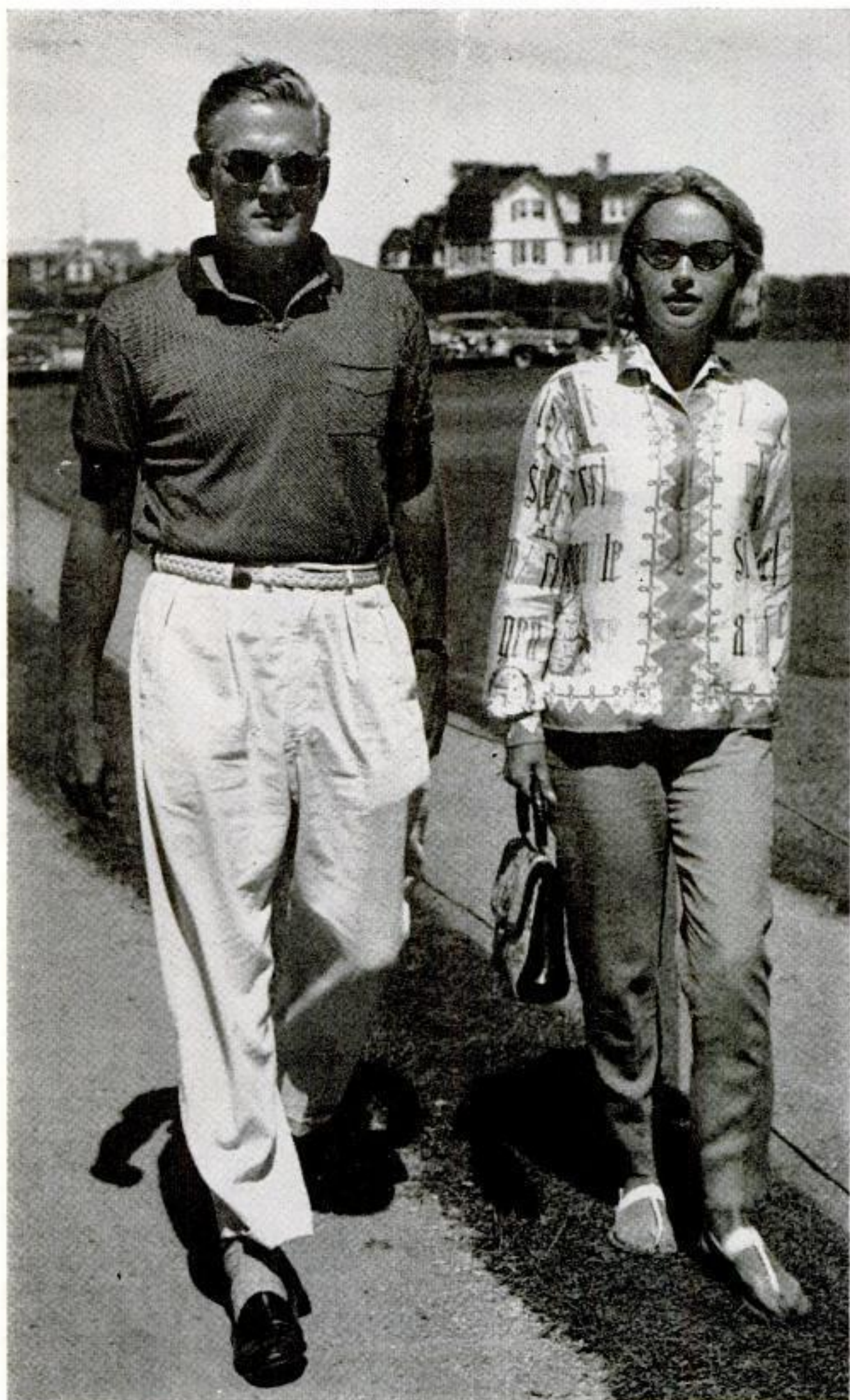
For Jet Clipper service to Hawaii, Japan, South America or Europe (including new Polar service), call your Travel Agent or any of the 63 Pan Am ticket offices in the United States or Canada.

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WORLD'S MOST EXPERIENCED AIRLINE



HIT ON TWO CONTINENTS



U.S.-STYLE Pucci outfit often combines bold shirt with plain slacks. Here they are worn by Mrs. Garrick Stephenson at Southampton, Long Island.



ROMAN WAY of wearing Pucci is with boldly matching shirts and shorts. Here in Borghese gardens Susanna Artero even dresses her horse to match.

CONTINUED



Diamond Decanter, Designed by Walter Landor and Associates

So perfect for someone you know...

... a very particular someone. If he has tasted Old Fitz before, he will rejoice. In any case, the crystal-cut elegance of the Diamond Decanter—and the unique character of its bourbon—will assure him that you have selected the authentic handiwork of the world's most particular distiller. This year, give and serve

the memorable flavor of



**OLD
FITZGERALD**
ALWAYS BOTTLED IN BOND

YOUR KEY TO HOSPITALITY

Distilled, Aged and Bottled by STITZEL-WELLER
America's Oldest Family Distillery
Established Louisville, Kentucky 1849
Mellow 100 Proof • Kentucky Straight Bourbon

Available in Luxury Gift Wrap or Diamond Decanter at no extra cost.

Which one is the Dromedary Gingerbread?



Not this!
Pale color means
pale taste!

This gingerbread was baked with another mix. If you like a bland appearance and mild flavor, this is the kind of gingerbread for you—but it won't satisfy a *real* gingerbread appetite.

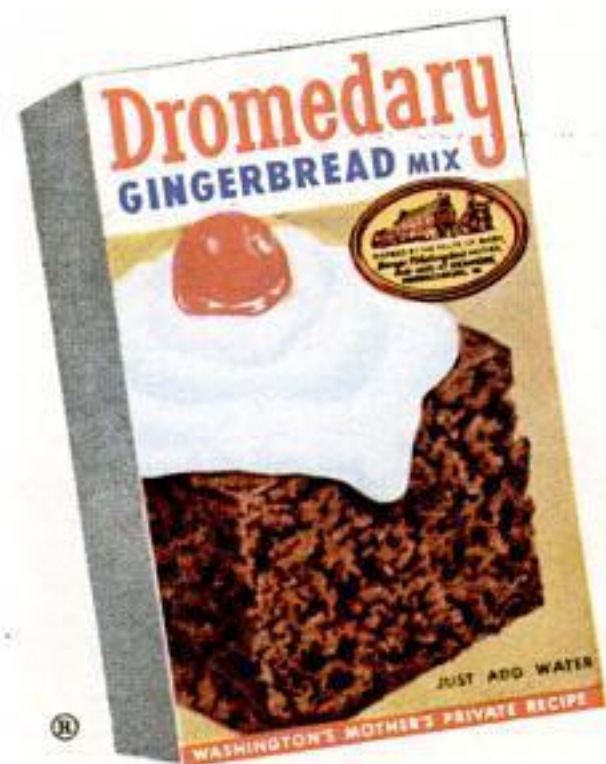
Compare the Color! Compare the Texture!
Compare the Taste!



This is the real,
dark, hearty
gingerbread

that you get *only* from Dromedary. It's loaded with golden-brown molasses and tangy Jamaica ginger for that *true*, old-fashioned gingerbread taste. Real gingerbread texture, too!

Only Dromedary Mix gives you
real old-time gingerbread taste!



One quick glance tells you which is the *real* gingerbread. Dromedary's darker, richer color means deeper, heartier flavor. And only Dromedary Gingerbread gives you such old-fashioned goodness with just one minute's mixing time.

P.S.

Delight your family with
DROMEDARY POUND CAKE
Get real homemade taste no "store
boughts" can match. Stays fresh longer
than almost any other cake you can bake!



SPORTY STYLIST CONTINUED

A CLOSET FULL OF PUCCIS



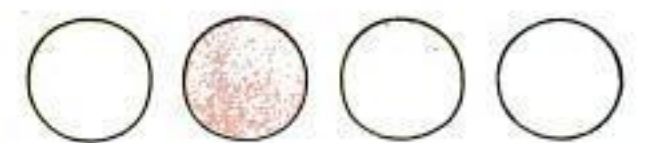
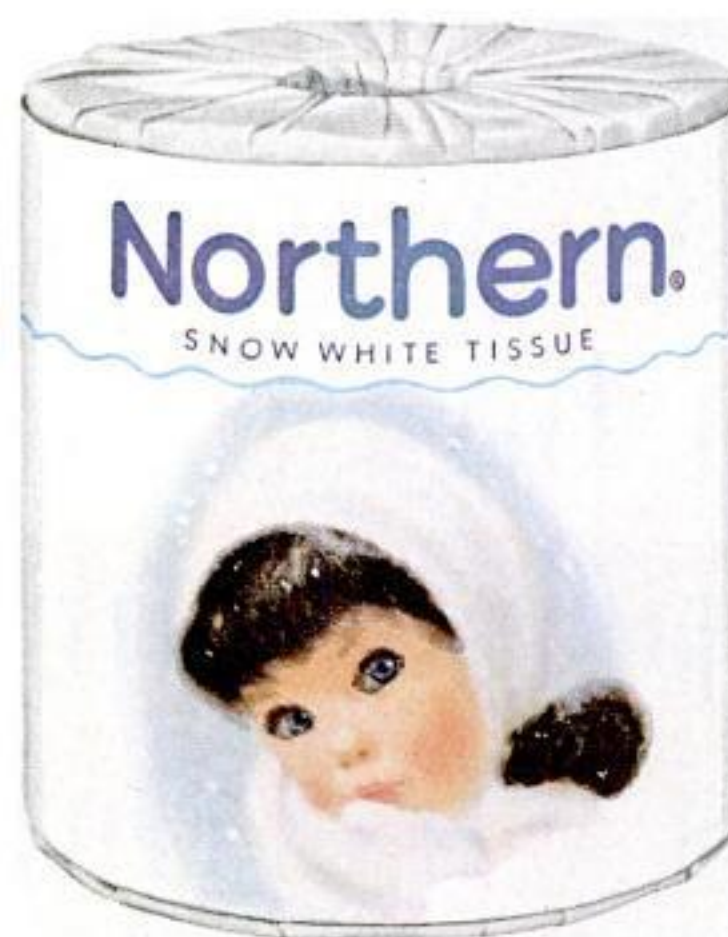
PRIZE CUSTOMER, Princess Irene Galitzine, who is one of Italy's most promising designers herself, owns 19 Pucci shirts and 21 pairs of his slacks. Here she sits in front of a Pucci-filled closet in her Capri villa, wearing his newest style shirt of printed jersey, which weighs less than a handkerchief.

*A furry mitten
white as snow
Is not the softest
thing I know*



Softness is Northern

*Northern Tissue is
made with fluff
Nothing else
is soft enough*



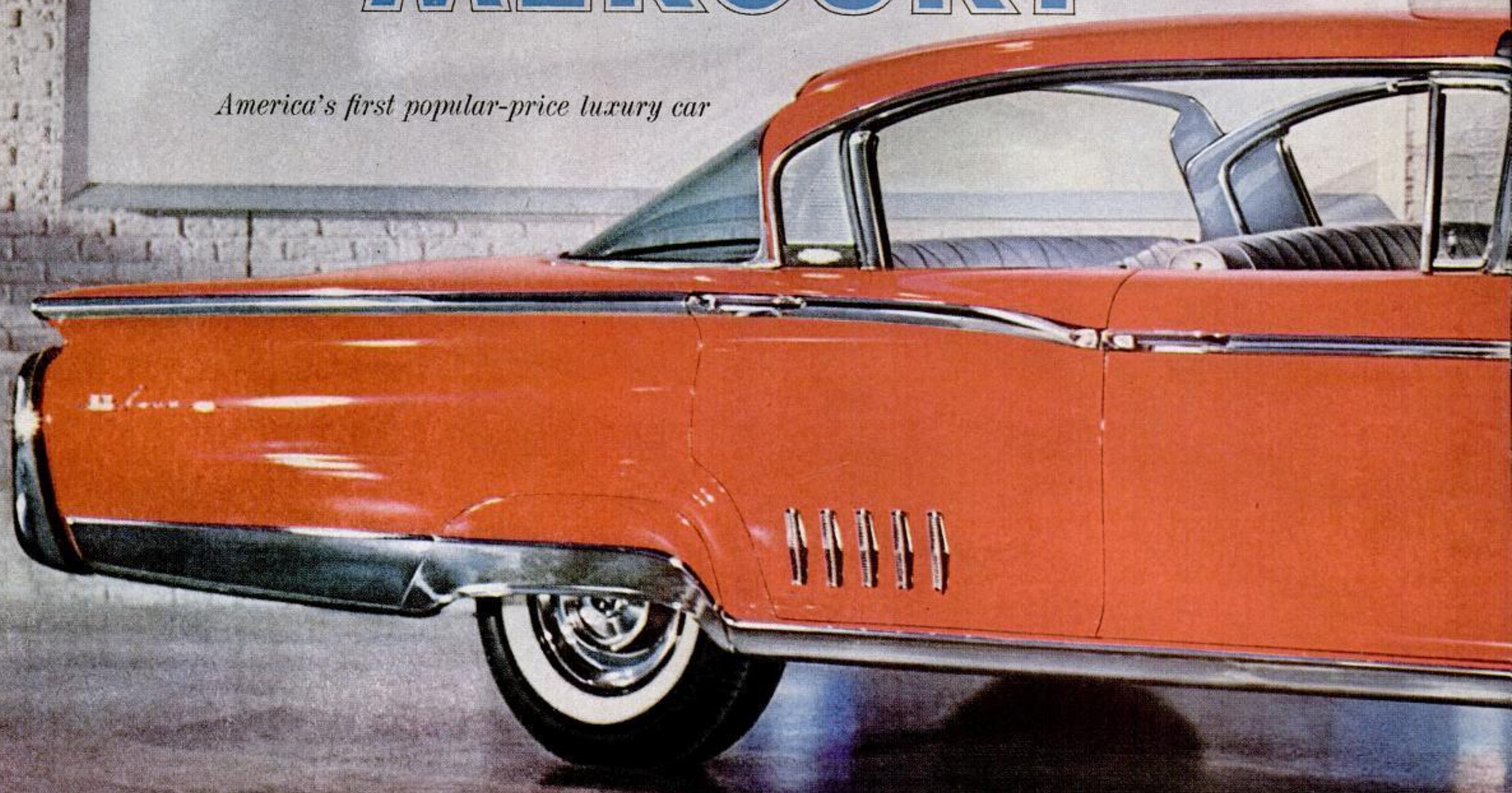
*In fresh, clean colors
and purest white*

For lovely prints of five "Northern Girls" in 11" x 14" standard frame size, send 25¢ in coin to cover handling cost to Northern, Box 10, Green Bay, Wisconsin.

Another fine product of American Can Company

ANNOUNCING: ★ THE ★ NEW 1960 MERCURY

America's first popular-price luxury car



You may save a few cents
a day if you buy a car
with a low-price name...
BUT... here's why you'll
be happier in a Mercury

You'll be glad you bought a Mercury
every time...

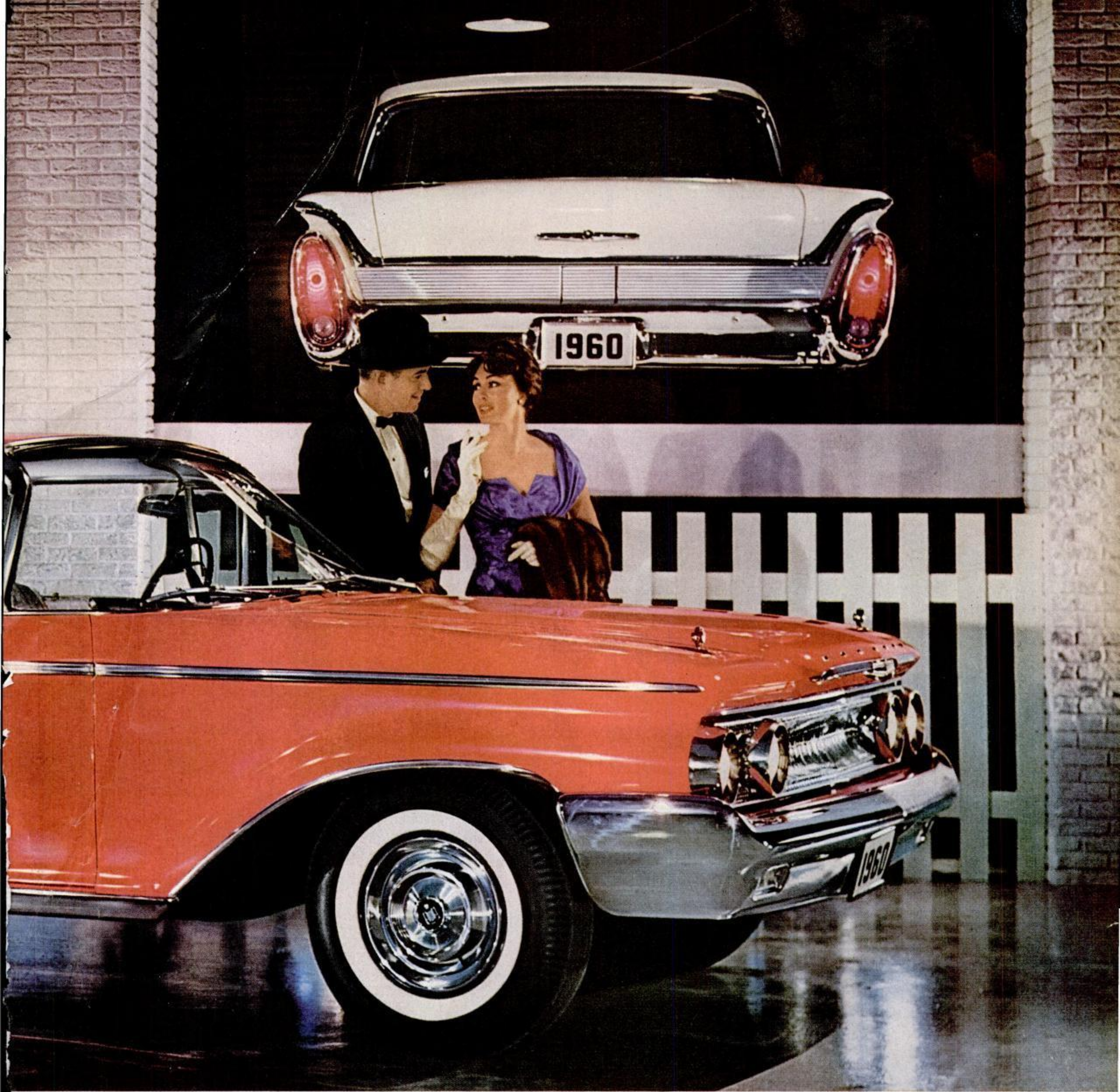
Why pay a medium-range price for a car with a low-price name? Now for only pennies a day more you can own a 1960 Mercury. For this year Mercury is in a new lower price range. You'll be glad you didn't settle for less....

...every time you look at its all-new Sleek-Line Styling.

Every line is clean, sculptured, trim. All excess metal has been pared away, shaped smooth. There's no unnecessary bulk, no clutter of useless chrome. Just elegant simplicity.

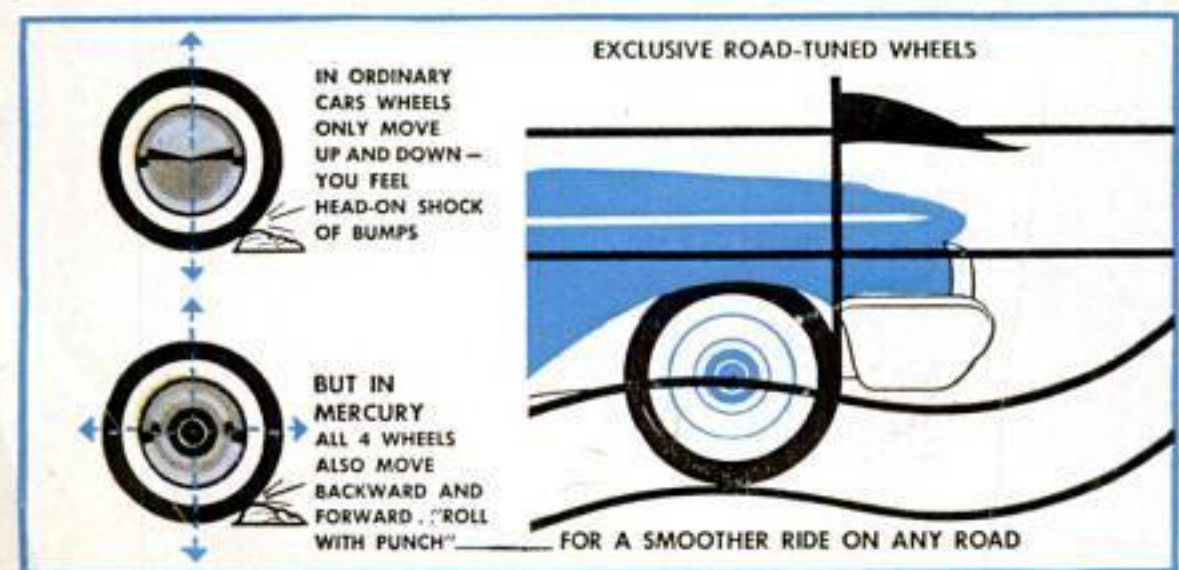
...every time you look inside.

Mercury offers you de luxe interiors at no extra cost in every model, even in the lowest priced Monterey.



...every time you feel its exclusive Road-Tuned Ride.

Mercury's Road-Tuned Wheels (see diagrams below) take the bounce out of bumps. This ability of each wheel to "roll with the punch" is one of the most important ride advances in years. Only Mercury is so perfectly tuned to every road.



...every time someone has to sit in the middle.

There's real comfort for 6 people, not just 4. The clumsy center hump you still find in many other cars has been cut way down. There's full head room, shoulder room, foot room for all. The 1960 Mercury is truly planned for people.

...every time you compare it with other new cars.

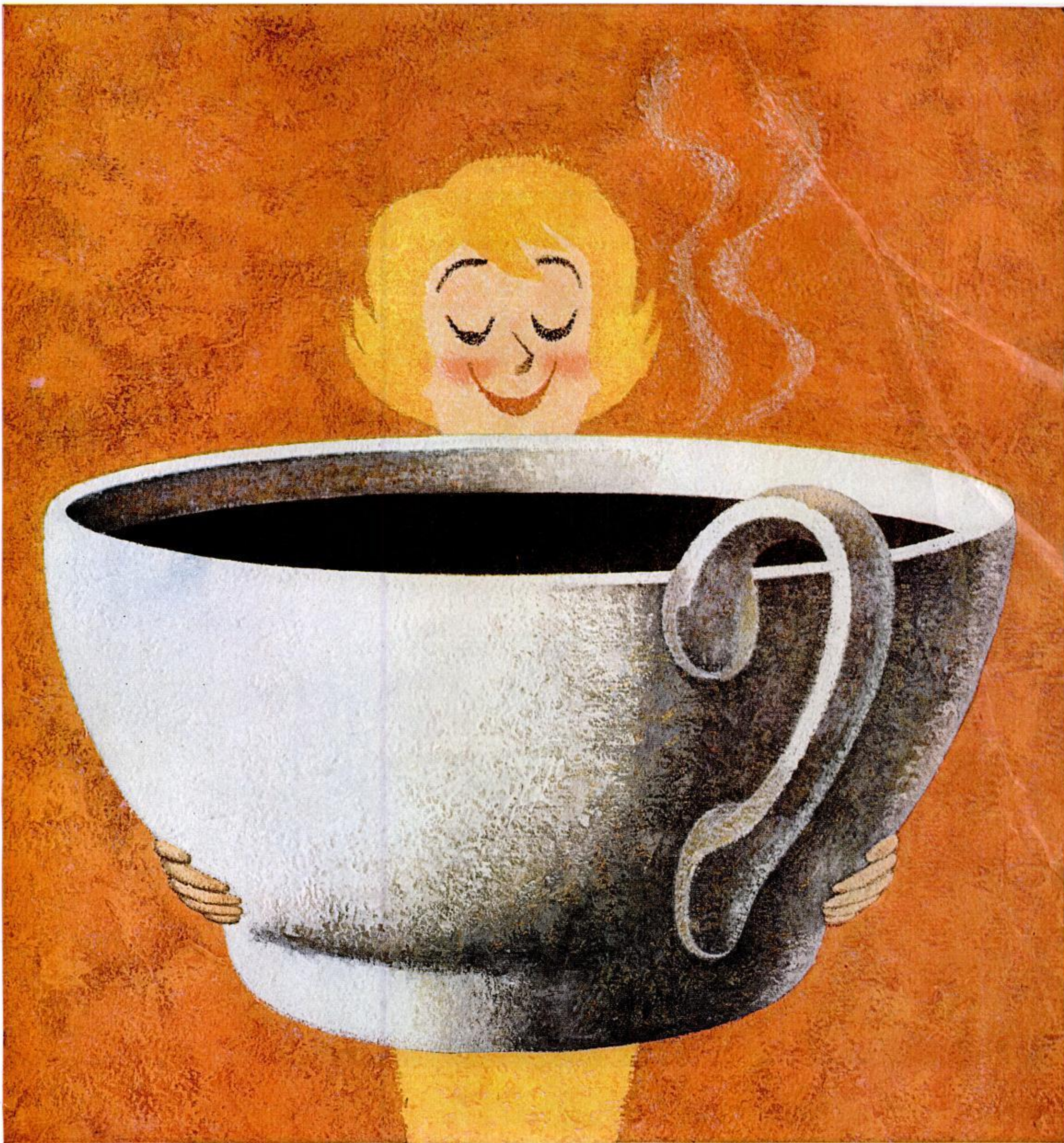
You'll discover that Mercury has the freshest styling—no warmed-over '59 design as in many so-called 1960 cars. You'll find that Mercury has the newest features—such as high-speed windshield defrosting. And you'll appreciate the extra quality—the kind of quality that cuts repair bills. For Mercury is the best-built car in America today. We invite you to see it today.

MERCURY DIVISION *Ford Motor Company*



See it now at
Quality Headquarters—
your Mercury
Dealer

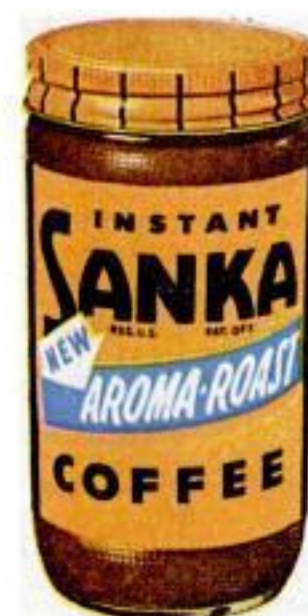
DON'T BUY ANY CAR
UNTIL YOU'VE DRIVEN
THE ROAD-TUNED
1960 MERCURY



INDULGE YOURSELF...

Get all the best of the coffee bean
—aroma, flavor, but not caffeine!

NEW AROMA-ROAST SANKA COFFEE



Still 97%
Caffeine-Free



TOMB CONTENTS include (in vertical row, center) high priest's skull fragments, small bones, pelvis and leg bones. In vertical row at left are a boy's skull, bowls of bones from other sacrificed youths, sea shells, snails, a tripod jar with a Maya head as a lid handle and (left, center) two sting ray spines the Maya used

as pins. Vertical row at right has a stuccoed and painted covered bowl with bird handle, two tripod jars, a dish of crocodile vertebrae (bottom). A pottery god is at top amid jade beads, pendants, and triangular earplugs. At bottom are a covered urn and a rare stuccoed pot in the shape of a bird emerging from a sea shell.

RICH FIND OF MAYA BONES

The archaeologists who have been exploring and restoring Tikal, the vast and mysterious Maya city in the Guatemalan rain forest (LIFE, Oct. 13, 1958), have finally found something they have been seeking for years: a rich and undisturbed Maya tomb. Cutting into the base of one of the smaller temples, Dr. Edwin Shook and Stuart Scott, of the University of Pennsylvania team, found a staircase leading steeply underground. At its foot was a large rock-cut crypt. Its roof had caved in from the weight of the three-story pyramid overhead, but when the rubble had been cleared,

there lay the funeral trappings and broken skeleton of a high priest.

He had died about 400 A.D. and been laid out on a massive wooden litter. In death he had worn a huge headdress inlaid with 3,000 pieces of jade, mother of pearl and quartz. Around his remains, the scientists found the bones of seven boys who had been sacrificed so they could care for him on his trip to the Maya heaven. Birds, turtles and a crocodile had been put near him as food for his last journey. Lovely jars still held squash seeds and a yellow dust that once had been corn and honey.



VAULT'S ENTRANCE, protected by temporary roofing (right), is on a terrace at base of sloping

flank of small pyramid that faces Tikal's Grand Plaza (foreground) near lofty Temple of the Masks (cen-

ter). Maya cut burial chamber in bedrock 20 feet below terrace, then erected temple-topped pyramid

NEWEST STYLE NOTE IN SHIRTS 'DECTON'

→ ARROW → Soft Tones

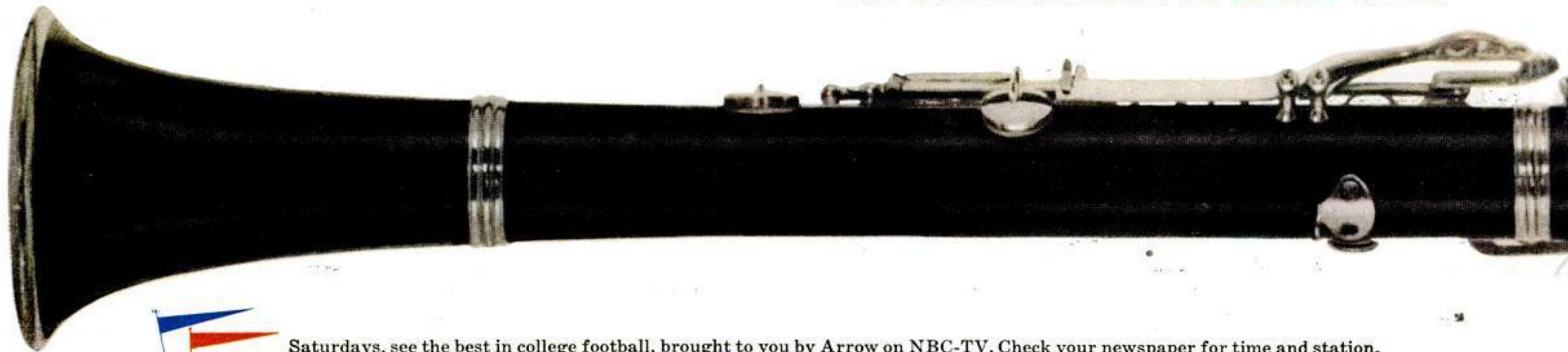
Arrow DECTON... the ultimate in wash and wear shirts. DECTON... a fine blending of 65% Dacron* and 35% soft, long-staple combed cotton madras. DECTON... Arrow's new *fashion* shirt with the magnificent luxury feel and perfect comfort. DECTON... looks better... feels better... lasts longer! DECTON is completely full-cycle machine washable... needs no ironing. And, DECTON has

*DuPont's T.M. for its polyester fiber.

the knack of resisting wrinkles all day long. The shirt stays smooth... the soft collar never wilts.

DECTON is a complete line of quality shirts... with a full range of collar styles, patterns and colors, including smart new stripings, and a white that *stays* white. At your Arrow retailer now. \$6.95, and up. Harmonizing Arrow Dacron Ties, \$1.50. Arrow Handkerchiefs, \$1.00.

YOU LOOK BETTER IN AN **ARROW** SHIRT



Saturdays, see the best in college football, brought to you by Arrow on NBC-TV. Check your newspaper for time and station.



over it. Temple contained carved stone monument that may commemorate events of high priest's life.



INSIDE TOMB, Drs. Edwin Shook and Aubrey Trik examine the shell of one of four giant turtles

placed beside vault's stone walls. Beams were put up by scientists after a roof rockfall nearly killed them.

CONTINUED



Collar: The Tabber

The Drake

The Drake Buttondown

The Glen

BE YOUR OWN
"DRUG DETECTIVE"

COMPARE



LABORATORY ANALYSIS			
	vi-JON	BRAND X	
TASTE	Same		
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BONUS
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Get 6 Oz.
Bottle

FREE

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of 16 Oz. Family
Size
for ...

49¢

BUY IT TODAY AT YOUR VARIETY STORE,
SUPERMARKET OR DRUG STORE.

FOR COLDS • SORE THROATS • BAD BREATH
VI-JON LABORATORIES, ST. LOUIS, MO. • OAKLAND, CALIF.

MAYA BONES CONTINUED



MOST VALUABLE FIND in grave is 14-inch-high container in form of bearded, snag-toothed Old God (also shown at top center in story's opening photo). He sits on

tripod of human thigh bones, holds a human head, wears tailed loincloth. Heads ornament his limbs. When incense was burned inside him, smoke spewed from his mouth.

MONEY SAVING OFFER

to introduce the
NEW FLAKO MIX PACKAGES!



SAVE 7¢ on these two new packages

BRIGHT NEW PACKAGES—SAME WONDERFUL MIXES INSIDE!
Now's the time to stock up during Flako's new package "get acquainted" offer. You save 7¢ when you buy two packages of either mix in the special pack. With Flako Pie Crust Mix you get a balanced blend of the finest ingredients for tender, flaky, can't-fail pie crusts... and with Flako Corn Muffin mix you get all the hearty goodness of muffins made from specially selected corn, specially milled to bring out the full natural flavor. Why wait? Get both *today*.



Born of the torrid but tender
dances of Spain
this seething...breathing red
that holds its own across
a crowded room!

Flama Grande

by Revlon

What a color! The very pulse of
cosmetic fashion is surging to
the rhythmic beat of this richer,
fuller red for lips and fingertips.

It's the first new direction
for red in many a year.



Ball gowns from Balenciaga's
'Flama Grande' Collection
designed expressly for Revlon.

'Flama Grande' in Lipstick
and matching Nail Enamel.

'Futurama' Lipstick Case
and other jewels by
Van Cleef and Arpels.

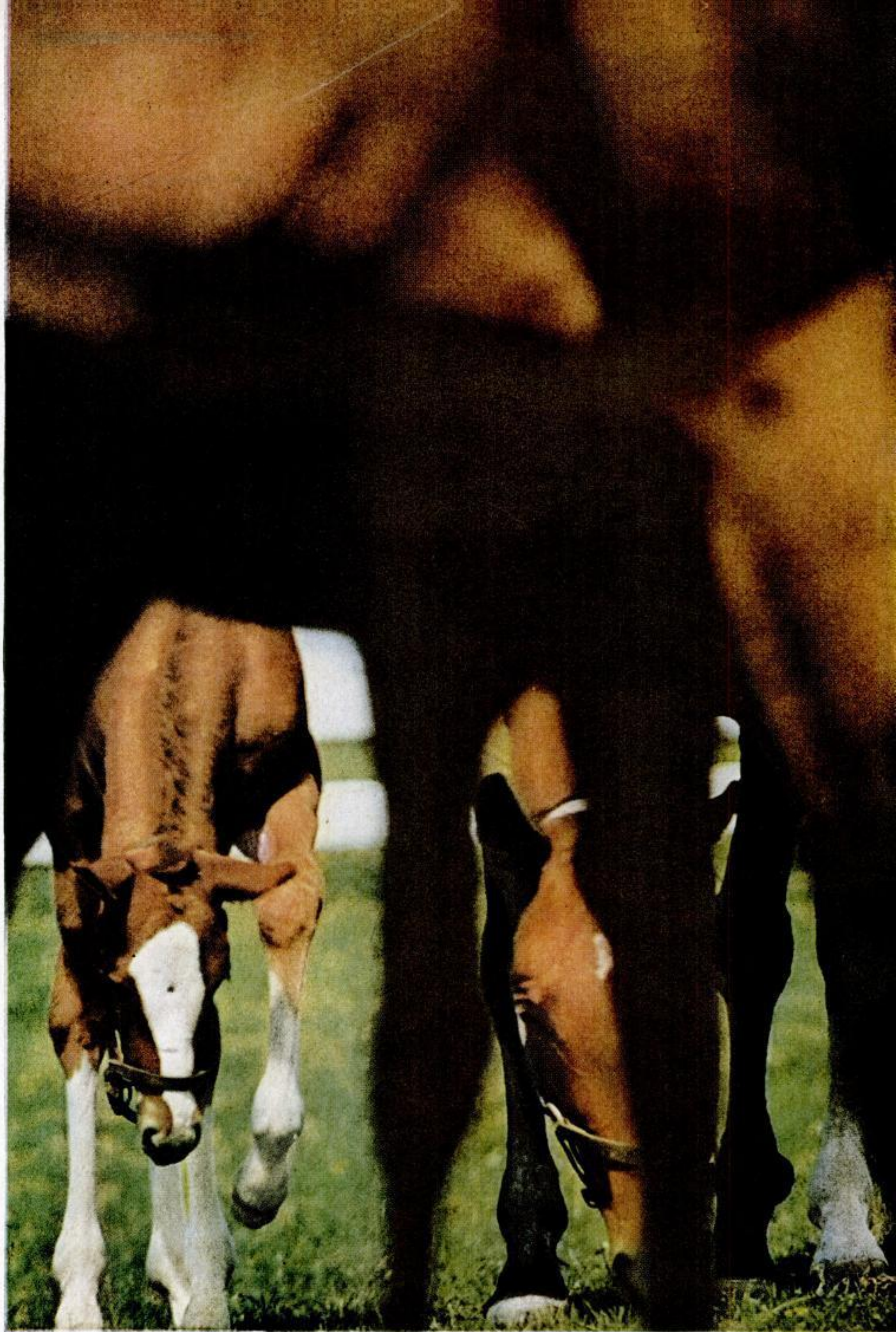
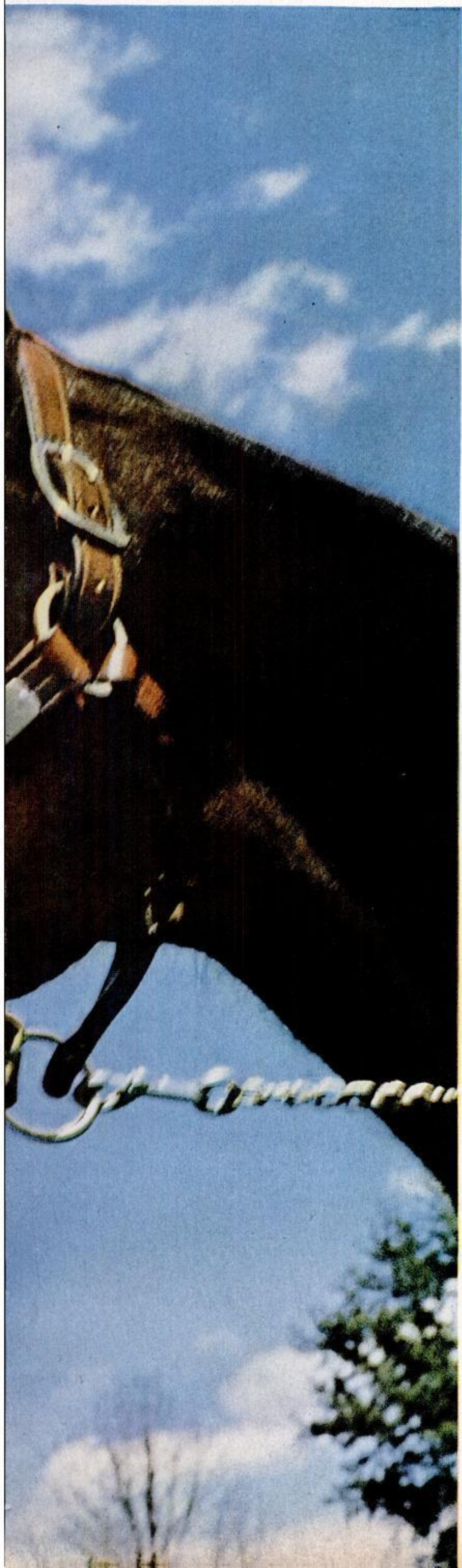
© Revlon, Inc., 1959



THE FIRST LADY OF



RACING



A PRIME CALUMET COLT BY NASHUA GRAZES BESIDE HIS FAMOUS MOTHER, TWO LEA (RIGHT)

Love of the horse is the reason I'm in racing," says Lucille Markey. "They're my babies." As boss of Calumet Farm, the world's most successful racing stable, she knows the satisfactions of the sport of kings better than most kings who have embraced it. Her stallions and brood mares are the envy of Kentucky. She delights in breeding the best, watching them grow and romp, and, when Calumet takes aim on a big race, reacting like a person plugged into an electric-light socket.

A native Kentuckian with a sharp wit and a continental accent, Lucille Markey inherited the stable from her late husband who had named the farm after his family's baking powder company. Although she hunts four-leaf clovers before the Kentucky Derby (Calumet horses have won seven of them), Mrs. Markey puts her trust not in luck but in sound breeding and business practices. Calumet has won a tidy \$14.5 million in the past 20 years. When others complain that Calumet wins too much and too frequently, Lucille Markey replies brusquely, "I give to charity, but not at the track."

CALUMET'S owner, Lucille Markey, gazes tenderly at Bull Lea, her prize stallion, while feeding him sugar. Now 24, Bull is the sire of three Kentucky Derby winners. His offspring have won \$15 million.

Photographed for LIFE by ELIOT ELISOFFON



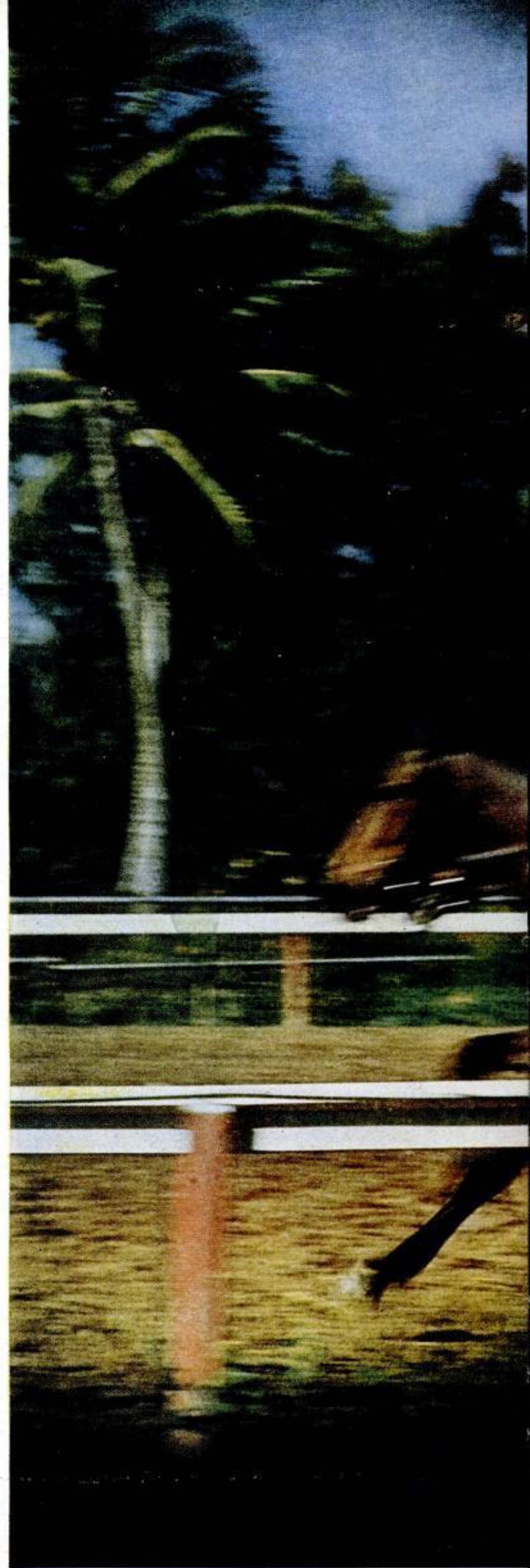
WET and unkempt after rainstorm, Calumet yearlings roughly valued at half a million dollars stampede through Kentucky bluegrass. Because they are allowed to run free, a few eliminate themselves by



injury. Others are culled out and some are sold. In July the survivors were saddle broken and tested for speed on farm's private track. Next month they will be shipped to Florida to finish education as race horses.



IN the early morning a troop of Calumet racers moves lazily through a canyon of towering Australian pines at Florida's Hialeah Park en route to the track for a gallop. The jackets are Calumet's colors.



VISITING track in morning Mrs. Markey levels binoculars to watch untested 2-year-olds run. They are developed slowly, seldom race until midsummer.



BINOCULAR view of young Calumets breezing shows them under wraps as they pass a quarter-pole in workout at Florida's Tropical Park. Beside learning to run they are taught to break from starting gate. "It's like going

to school," explains Trainer Ben Jones. "You keep teaching and a little bit rubs off." One exercise boy says that it is a thrill to get up on any untried Calumet colt because you might be on a future Derby winner.

THRILL OF WATCHING WORKOUTS

One of the joys of campaigning Thoroughbred horses is getting up early and watching them train before breakfast. Lucille Markey does this from time to time but not just for the fun of it. Like any sensible boss, she likes to see firsthand how her business is progressing. She has never forgotten the words of the late Warren Wright, her first husband, who said before leaving her the stable nine years ago, "If it causes you any heartaches, sell it."

Being a delightful but extremely determined woman, she doubled her resolve never to sell. "I was a brat as a girl," she explained. "I wanted to ride a bicycle better, roller-skate better and climb trees better than boys."

As mistress of Calumet what she wanted to do was to devastate other horse owners. She viewed most of them as thieves and pirates anyway.

Calumet has to make \$600,000 a year to break even. Her hungry horses devour 14,500 bushels of oats and 1,000,000 pounds of hay. This means winning a lot of races, and under the hard eye of the owner and her two lieutenants, Ben and Jimmy Jones, the Calumets keep doing it. Even so, there is only one race for Lucille Markey, the Derby (Kentucky, that is) and even that has certain disadvantages. "Win or lose, you always come home exhausted," she says. "If you lose, you're tired and disappointed. If you win, you stay to celebrate and come home even more exhausted."

CONTINUED



HIGHLY touted filly, Desert Dream, nips playfully at exercise boy holding her as groom rubs her dry after early morning workout. Mrs. Markey had great hopes for Desert Dream and she partly

fulfilled them by winning her first start in Chicago easily. In her next race she rapped herself, injuring a leg. Calumet expects her to come back within a few months as a champion.



IN her Kentucky home, Mrs. Markey and two top lieutenants, Trainers Ben Jones (*left*) and his son Jimmy, discuss prospects beneath paintings of immortal Calumet stars, including Whirlaway (*left*),

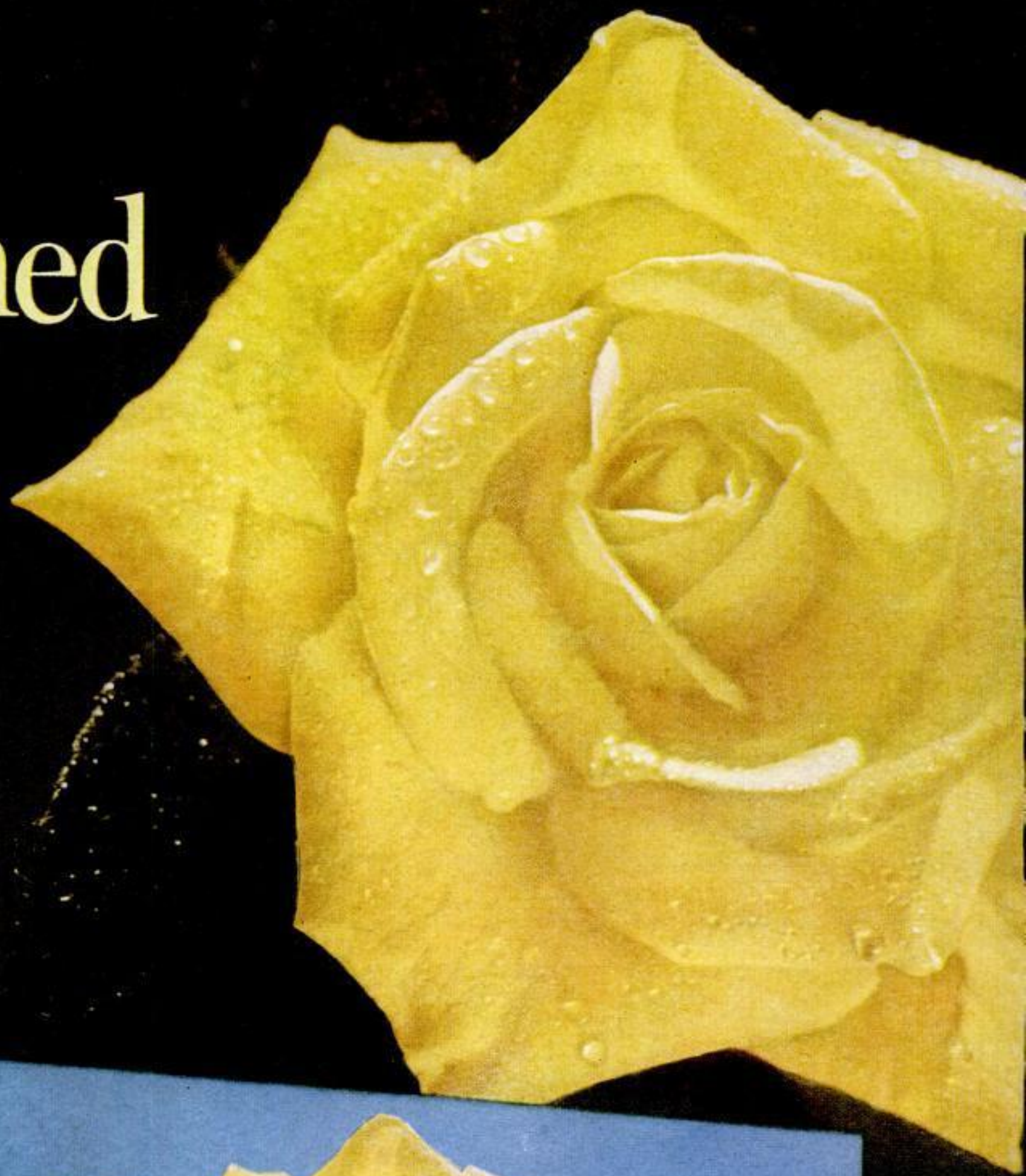
Citation (*center*) and Iron Liege (*bottom, right*). Mrs. Markey's husband, Gene Markey, former Hollywood movie producer, is an adviser of the stables but keeps himself in the background.




IN an impressive portrait, Mrs. Markey sits in a huge frame that has been set into a panel hung with the most important of Calumet's trophies. She wears a Dior evening dress and holds a Yorkshire terrier named

Timmie. Below her is row of seven gold Kentucky Derby cups. To the left are six Preakness cups. Round bowl directly above frame is Calumet's first trophy, won in 1934 at Narragansett.

NEW
Flavor-Bloomed
PARKAY





New **KRAFT** discovery creates
first margarine with
full-bloomed flavor!

You *taste* the full delicate
flavor as never before!

You even *see* the delicious
difference. Like the high-priced
spread, it's more velvety,
less shiny!



Most Margarines unfold their flavor more slowly than the high-priced spread. They have a tighter texture, look more glossy, keep more of their flavor locked in—like a bud that never blooms. That's why some people think the flavor of their present margarine tastes "incomplete." Such margarines lack the fast, full flavor release that makes a spread truly delicious.



Flavor-Bloomed Parkay is made a new way, so that all its sweetness and fullness of flavor "bursts open" on the tongue . . . instantly unfolding the most delicious taste ever achieved in a spread. You'll notice a new bloom and delicacy of appearance, too—more velvety, less shiny. In looks, texture, taste, new Parkay is more than a match for the high-priced spread.

KRAFT PARKAY

Should you switch to a pipe—now?



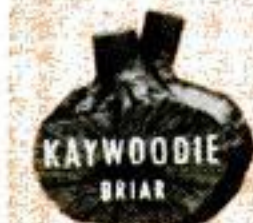
Why has pipe smoking increased faster than any other form of smoking?

There's a rich, fulfilling, "all's well" feeling that a man gets only from a pipe. A relaxed, calms-you-down contentment that's associated exclusively with pipe smoking. And you get all the pleasure of smoking — without inhaling.

Women actually prefer pipe smoking for men. Typical comments: "I like the aroma." "It's so exclusively a man's smoke." "Since he smokes a pipe, my husband is actually better tempered."



Is there a difference in briar?



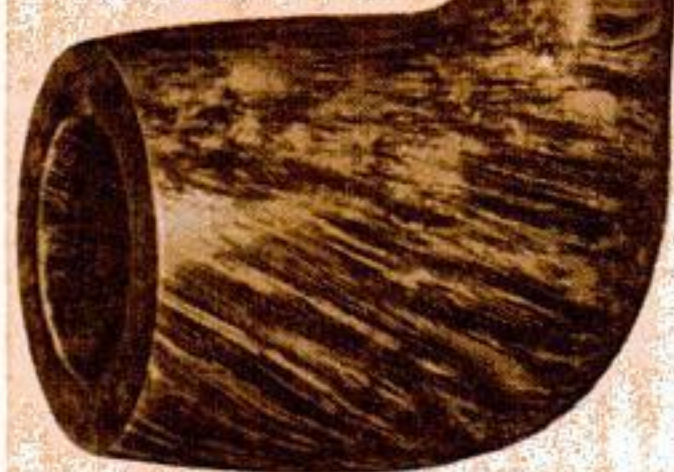
The finest briar is imported. Kaywoodie imported Briar goes several steps further. It is carefully selected from only the aged dense-grained specimens. And the bowl is carved from the very heart of the burl. That's why Kaywoodie smokes cool and sweet.



Is there a difference in pipes?

To earn the Kaywoodie cloverleaf trademark, a pipe must go through 128 operations and tests. It must be perfect inside and out. While examining a Kaywoodie, unscrew the bit and see the exclusive Drinkless Fitment that screens tars, moisture, and irritants. No wonder Kaywoodie is the finest name in pipes.

Flame Grain
Billiard \$12.50



How to Smoke a Pipe—Gift Suggestions:
Send 25¢ for Catalog L5, to Kaywoodie Pipes, Inc., New York 22, N. Y. Shows pipes and collections, \$4.95 to \$2500.



Kaywoodie Pipes available thru "Gifts By Wire"

KAYWOODIE
accents the male look

A moment out for memories



By a great horse's grave in cemetery at Calumet Farms, Mrs. Markey muses on past glories. Cemetery was started in 1956 for the farm's outstanding horses. Two other

Derby winners besides Whirlaway are buried there—Pensive (1944 winner), Ponder (1949). Place of honor is held for Bull Lea (pp. 100, 101), farm's greatest sire.

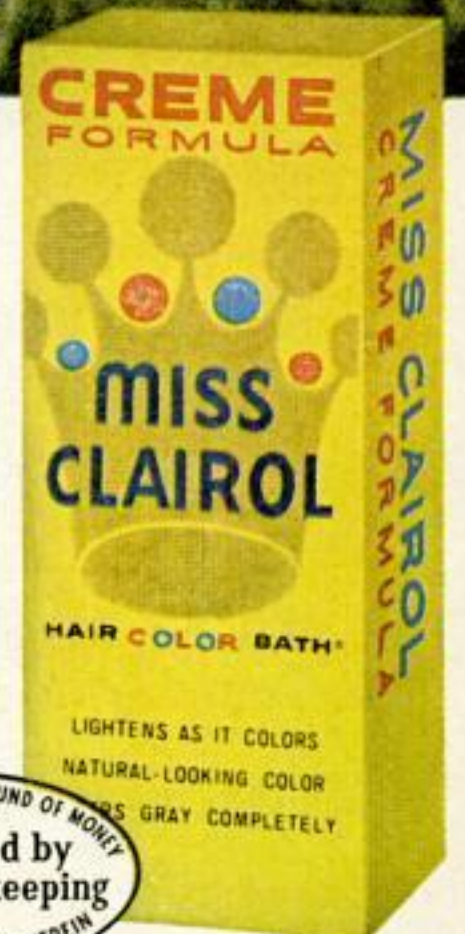
Does she...or doesn't she?



Hair color so natural only her hairdresser knows for sure!

It's a pleasure to look at her—always so fresh and sunny, so beautifully casual. Yet much of her fresh appeal is in the radiant tone of her hair, its shining quality and silky touch. So she never leaves this important feature of her beauty to chance but relies on Miss Clairol. So quick and easy, why should she—or any woman—ever let gray or fading hair age her looks or dim her outlook!

Hairdressers all over the world recommend and always use Miss Clairol. They like the soft, ladylike tone and know its *automatic color timing* achieves the perfect color every time. And Miss Clairol *really* covers gray. But best of all, they like the way it conditions the hair, keeps it silky, lively, natural-looking. With results so sure, try Miss Clairol yourself. Today. Takes only minutes.



MISS CLAIROL® HAIR COLOR BATH® MORE WOMEN USE MISS CLAIROL THAN ALL OTHER HAIRCOLORING COMBINED

©1959 CLAIROL INCORPORATED, STAMFORD, CONN. AVAILABLE ALSO IN CANADA

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OPEN A STACK PACK, serve Premium Saltine Crackers with salad, soup, cocoa or juice. Spread with chive cheese, jam. Premium are crisper to start, they're GOLDEN

GLOW baked. And Premium *stay* crisp to the last because of the *reclosable*, wax-wrapped Stack Packs inside the package. You don't need an outside wrapper. Outside



You open it up...



Crackers are singly stacked...

Reclosable Stack Packs keep PREMIUM
Crisp to the very, very, very last cracker!

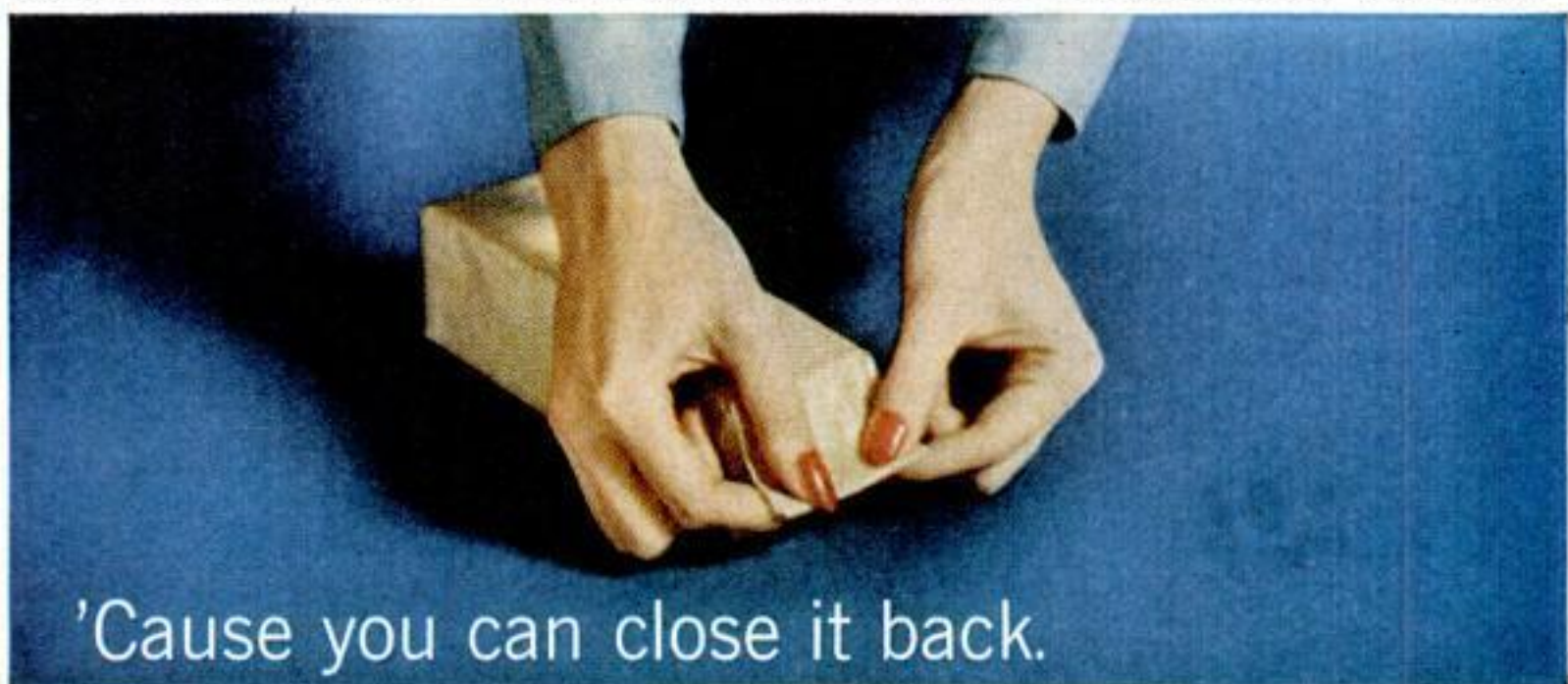


wrappers can't be reclosed, won't protect crispness after one cracker is taken out. Only Premium have *reclosable* inner wax wrappers that keep moisture out. They

serve you one cracker at a time, too. No old-fashioned cracker blocks to break apart. Stack Packs serve you Premium Saltine Crackers one by one, and every one fresh!



The Stack Pack keeps 'em crisp...



'Cause you can close it back.

SALTINES



NATIONAL BISCUIT COMPANY®



KOOL-AID IS A REGISTERED
TRADE MARK OF GENERAL FOODS
© 1969 G. F. C.

KOOL-AID is the Instant Soft Drink that most families like best. Tiny crystals of concentrated flavor burst into a pitcherful of pure refreshment. A package makes two quarts. General Foods Kitchens sees to its unvarying good quality.

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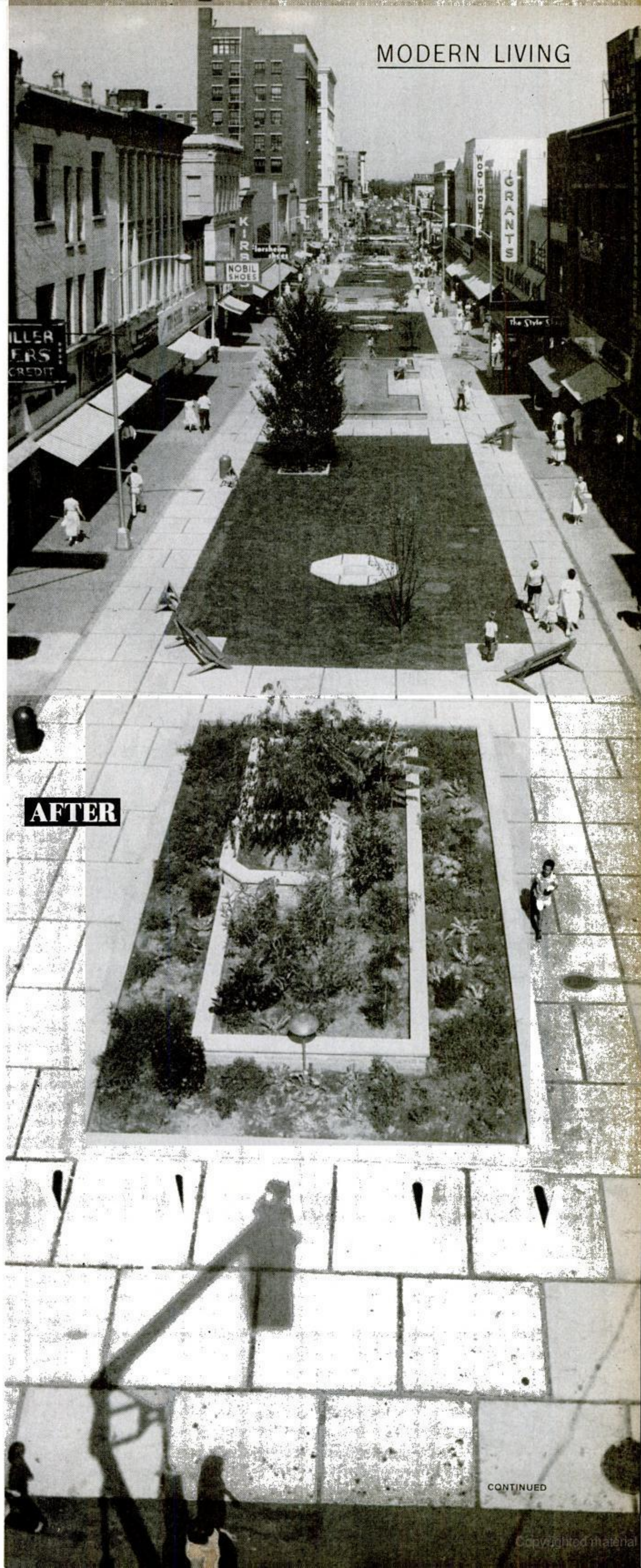


TRAFFIC MAZE on Burdick Street was the rule through 1958. Parking space was poor, real estate values down and business at low ebb.

DOWNTOWN GETS UPLIFT

The noisy jumble of creeping cars, dodging pedestrians and nonexistent parking space that most U.S. city-dwellers know as "downtown" can be untangled, as a few cities have strikingly demonstrated. A year ago the downtown section of Kalamazoo, Mich. (*above*) was typical of this old-fashioned urban confusion. The area was decaying, no new buildings had been put up there in 25 years, and shoppers were deserting it in favor of suburban shopping centers. Today (*right*) the same blocks have been transformed into a quiet, carless mall decorated with shrubbery and pools, with ample parking a few blocks away. The result of this downtown uplift: business is booming, property values are up, and a million-dollar new store is being built. Fifty-five other cities have plans similar to Kalamazoo's pioneer project.

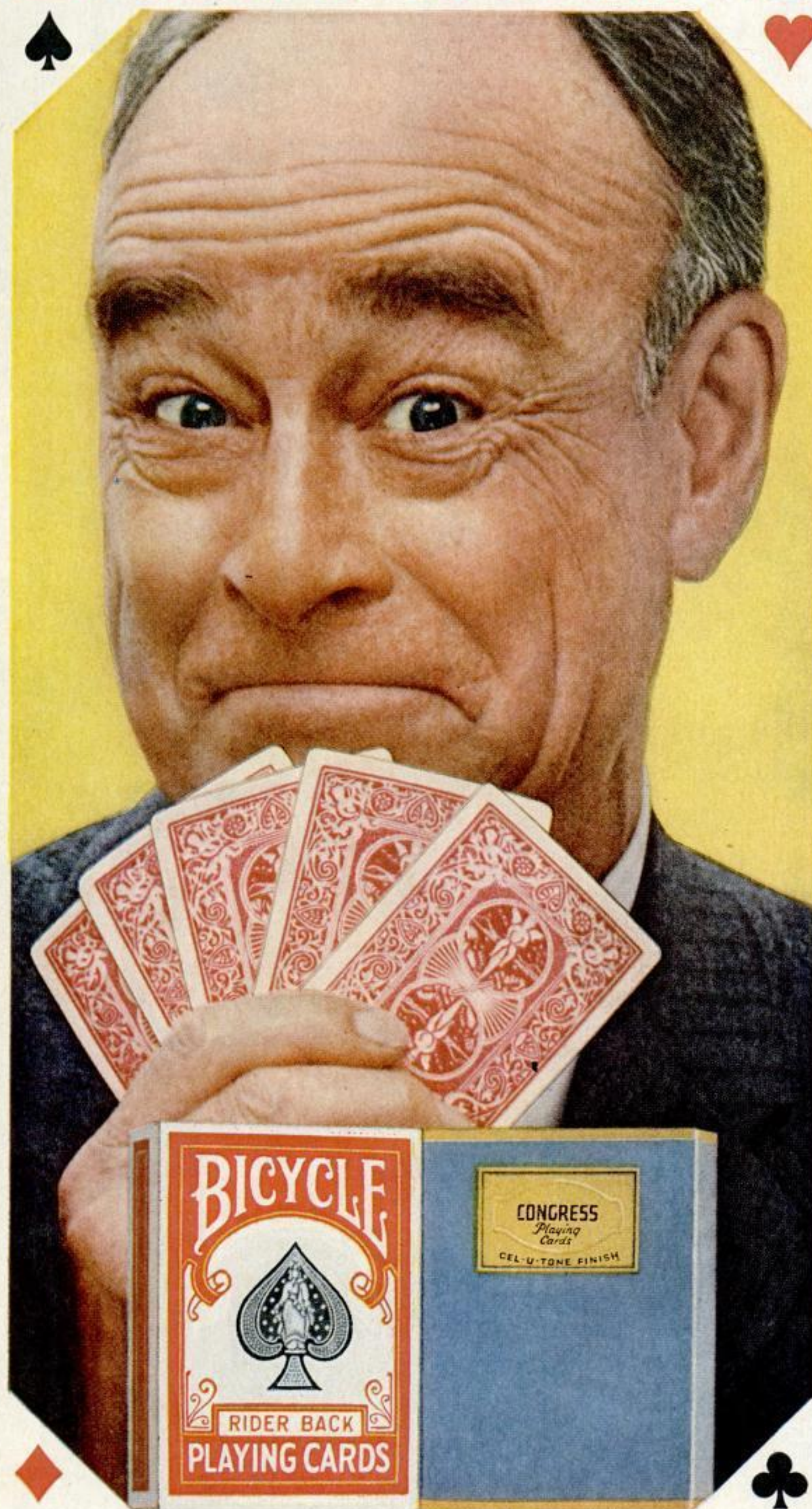
SHOPPERS' DELIGHT is new 924-foot mall containing gardens, multicolored pavement, playground and benches.



CONTINUED

EXCITEMENT

IS
IN
THE
CARDS
FOR
YOU



The World's Greatest Entertainment Value . . . that's what cards provide. You'll have the time of your life trouncing your wife at Gin Rummy . . . matching wits with the neighbors at bridge . . . or playing a few congenial hands of poker. And to keep things lively, start the game with new packs of Bicycle or Congress Cards, the card players' favorites for 75 years. See Championship Bridge with Charles Goren and other experts on ABC-TV Network. Sunday afternoons at 3:30 in most areas. For your own copy of an up-to-date edition of "Official Rules"—156 card games, 256 pages—send 25¢ in coin to Dept. A-2, THE UNITED STATES PLAYING CARD COMPANY, CINCINNATI 12, OHIO. In Canada: Send 35¢ to International Playing Card Co., Windsor, Ont.



TOLEDO'S SEEWAY consists of four carless blocks on two avenues, fitted out with gardens and exhibition booths between traffic-filled crossstreets.

Toledo tries it out in

While Kalamazoo is the first city to convert a street into a permanent traffic-free shopping mall, Toledo is the first to give the idea an extended try on a temporary basis (*above and below*). For a 110-day period autos are being rerouted from the four most congested blocks. In place of cars, shoppers find grass and soft music. There are zoo animals and wading pools for the children. The experiment has boosted sales 25% in the area's stores, which had been losing customers to

A DUCK POND PLEASES CHILDREN AND GIVES THE MALL A BUCOLIC LOOK.



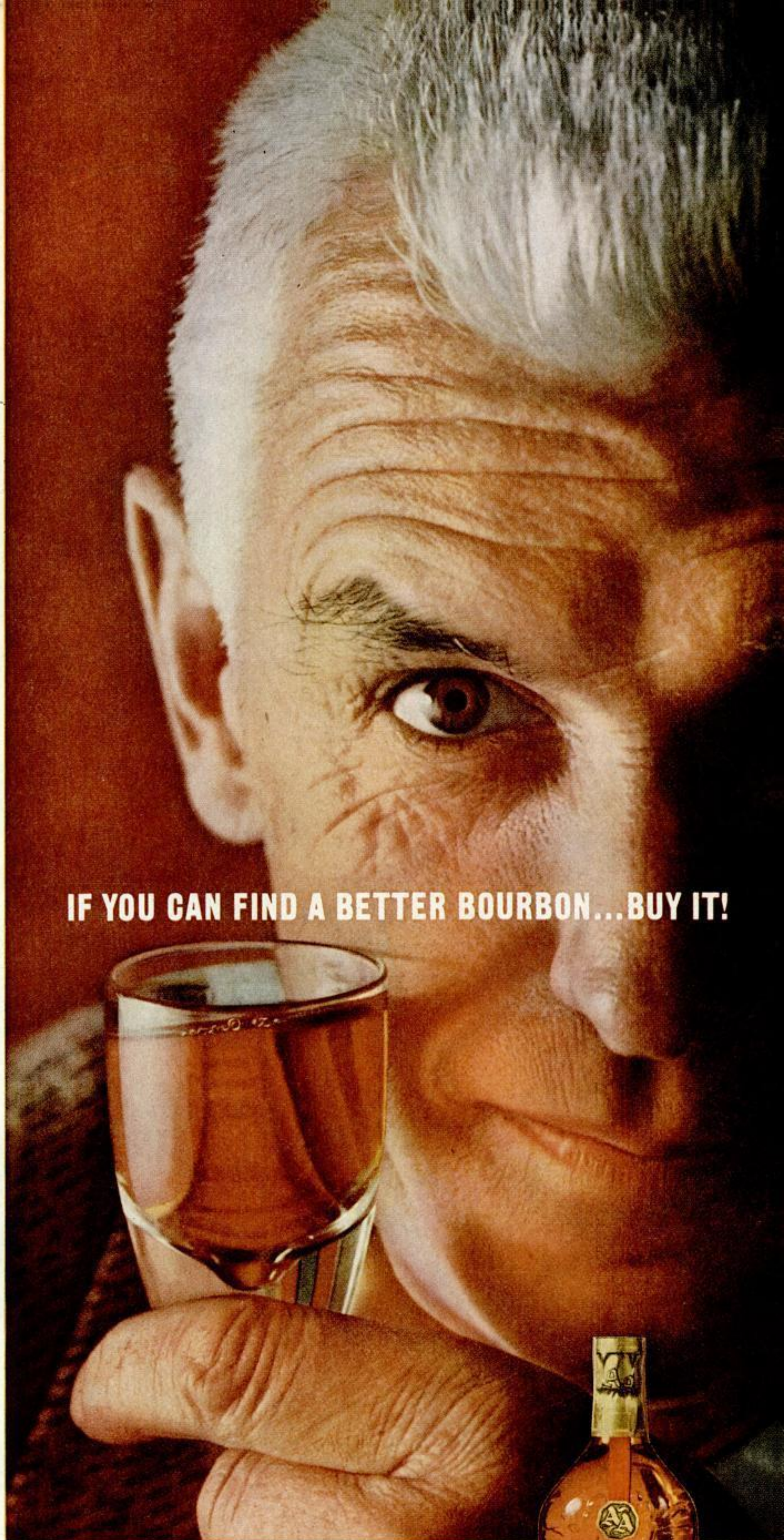


ENJOYING PARK in middle of former traffic intersections, Ralph and Judy Lampros dance about beside a fountain loaned by the Toledo Museum of Art.

a 110-day experiment

suburban shops where traffic was lighter. The city will soon poll its citizens on whether they want to make this Shoppers' Seeway permanent, at a cost of \$300,000. Ohio Governor Di Salle says, "It looks beautiful. How practical it is I don't know. Time will tell." Victor Gruen Associates, the designers of Kalamazoo's city-planning, feel that such pedestrian malls with sufficient parking space nearby are a necessary, though small, part of downtown redevelopment plans.

PENGUINS WERE TRIED IN POND FIRST BUT SUFFERED FROM THE HEAT



IF YOU CAN FIND A BETTER BOURBON...BUY IT!

Ancient Age

THE MILDER BOURBON



KENTUCKY STRAIGHT BOURBON WHISKEY • 6 YEARS OLD • 86 PROOF • ©ANCIENT AGE DIST. CO., FRANKFORT, KY.

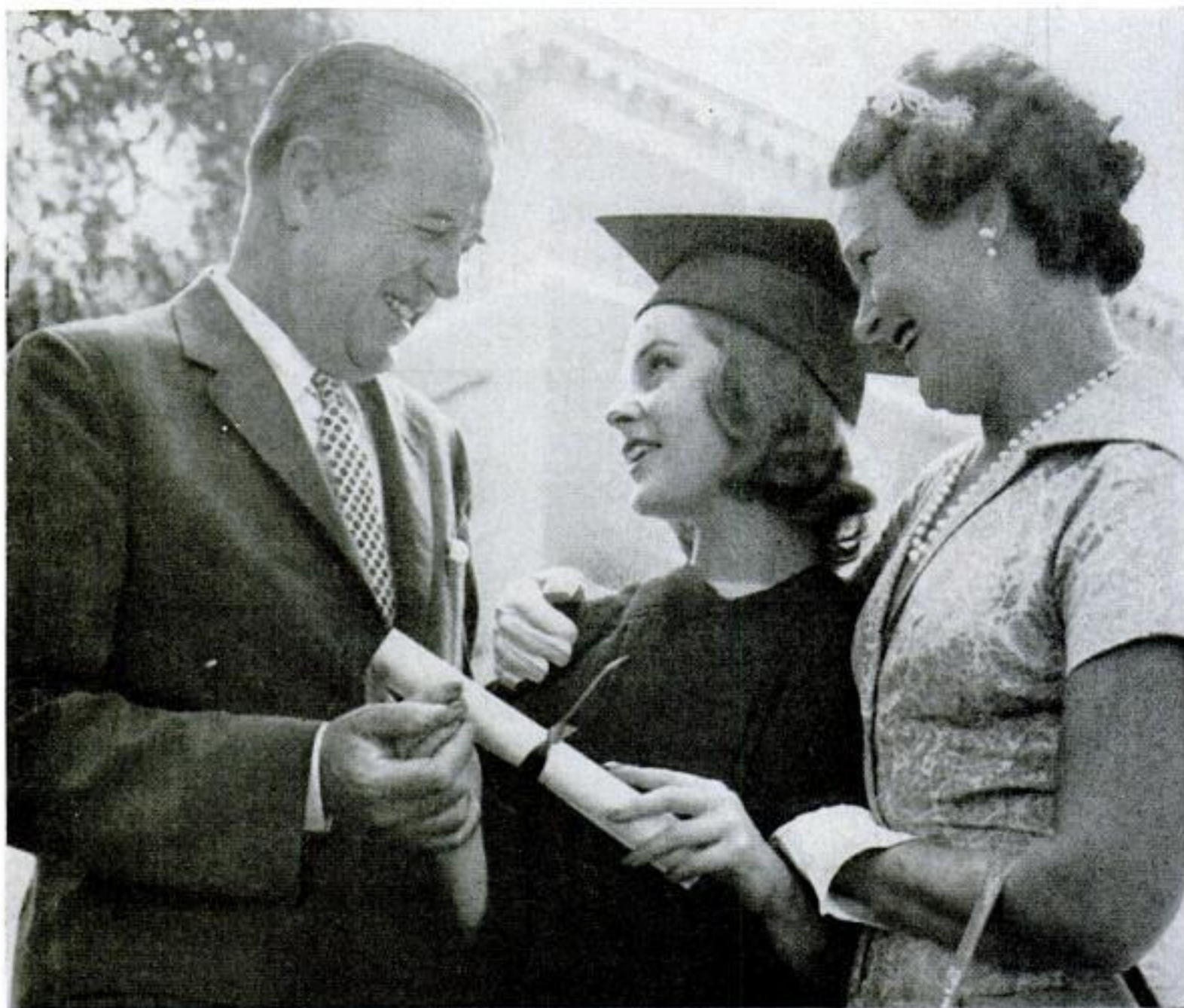
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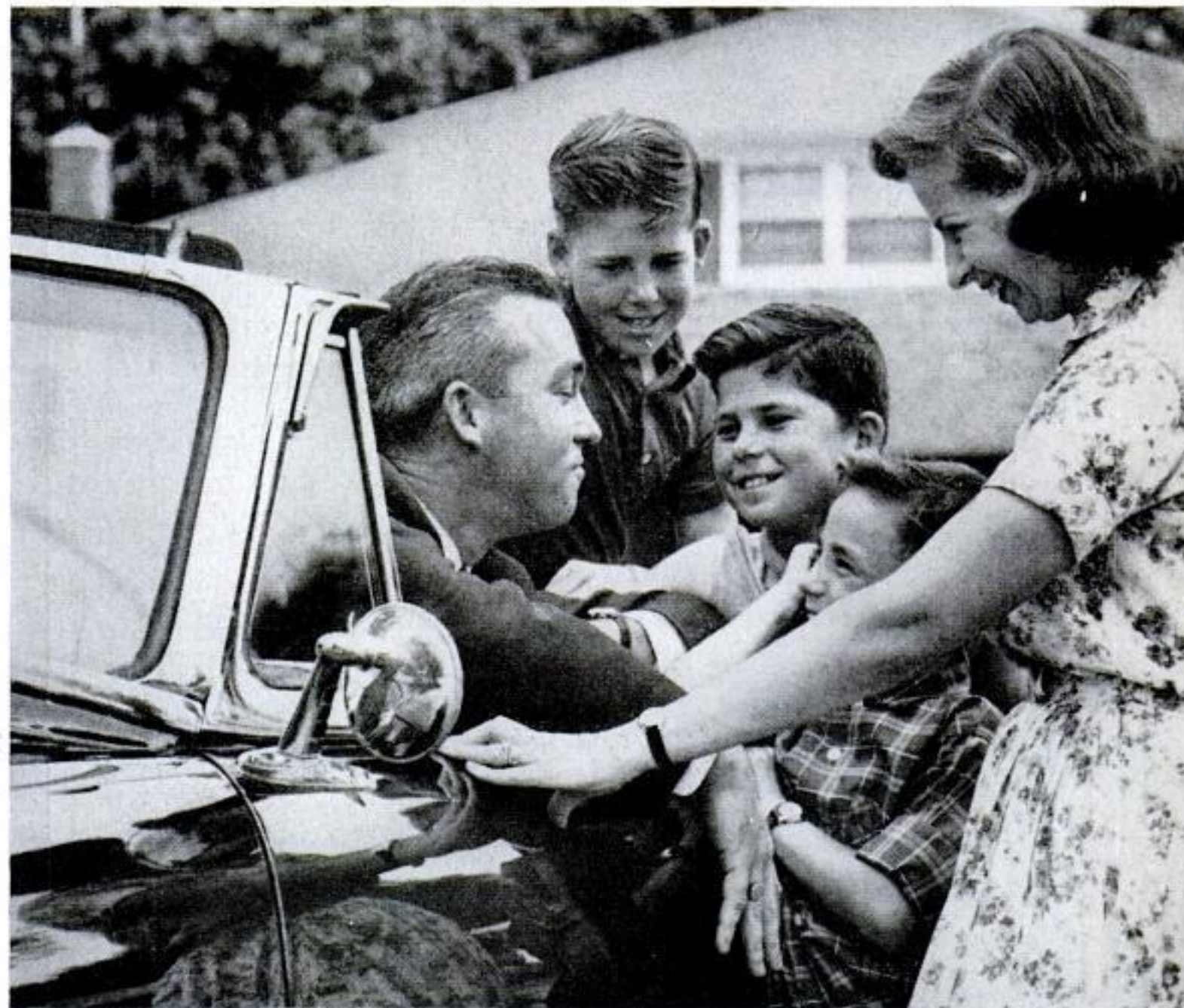
CHECKING ACCOUNTS Only a *full-service* bank offers you checking accounts—the safest, easiest and thriftiest way to pay bills and keep track of your money!



PERSONAL LOANS Whether for travel, education or any worthwhile purpose, a confidential personal loan costs you less—much less—at a *full-service* bank, in virtually every case.



SAVINGS ACCOUNTS In a *full-service* bank your money earns full, *guaranteed* interest. And you can withdraw it whenever you want.



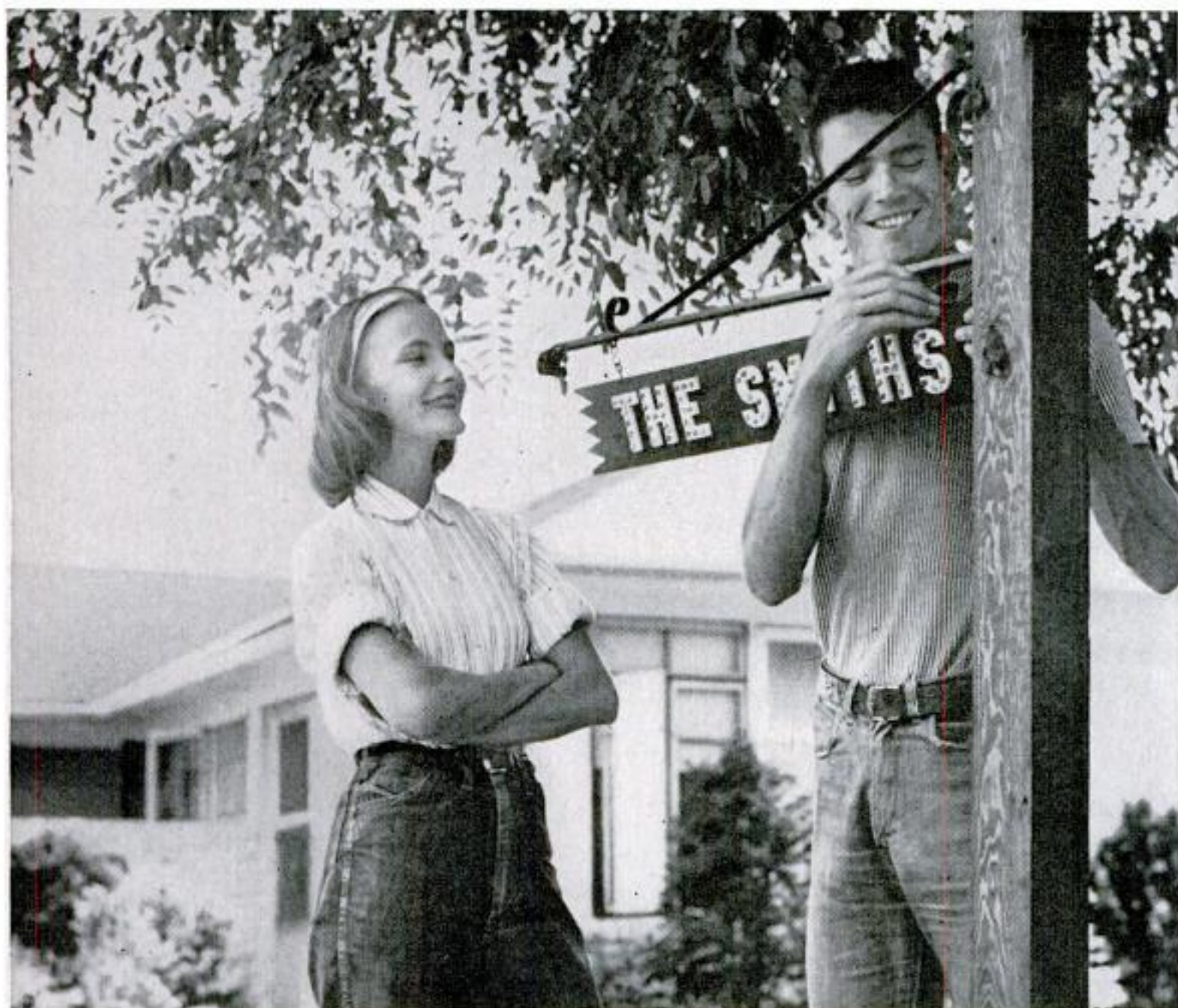
CAR LOANS Finance your car at a *full-service* bank—where you save \$100, \$200, or even more. That's how much lower bank rates are! Let your banker help you get *more car for your money!*

Look how much more you get at a

You can get more of the things you want out of life *more easily* at a *full-service* bank. In fact, only a full-service bank meets *all* your financial needs, whether personal or business.

Checking accounts, to take just one example, are a wonderful convenience for everyone who makes money and spends money. There's no safer or easier way to pay than by check. And checking

Better living begins



HOME LOANS At a *full-service* bank, you can get a home loan—or a home-improvement loan—quickly and easily. And for home loans, too, you pay low bank rates. *Why pay more?*



FARM LOANS You get *more* than money at low interest rates at a *full-service* bank. Many banks also offer you market information, plus valuable help in planning and budgeting.



BUSINESS LOANS Here is another exclusive feature of *full-service* banks! This is one of the many reasons why both small and large businesses find *it pays* to deal with a *full-service* bank!



BANK STANDING Your financial reputation and prestige in your community are enhanced when your banker vouches for you—an advantage you get only at a *full-service* bank!

full-service bank!

accounts are available *only* at a full-service bank!

Bank standing is another example. By doing business with a bank, you establish your financial reputation and add to your prestige. Only at a real, full-service bank can you build bank standing—an invaluable asset. It is a great help throughout your life. It makes good sense, then, to handle your finances where you get *more*—at a *full-service* bank.

at your full-service bank

What is a full-service bank?

It offers you more than any other savings institution. It's the only place that meets all your banking needs. Here are some of the many services available at full-service banks:

	Full-Service Bank	Other savings institutions
Checking accounts	YES	no
Savings	YES	YES
Personal loans	YES	no
Car loans	YES	no
Home loans	YES	YES
Business & farm loans	YES	limited
Bank standing	YES	no

You'll find exceptions to this chart in certain States. Nationally, however, it reflects the services offered.



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Foundation for Commercial Banks
Philadelphia 1, Penna.

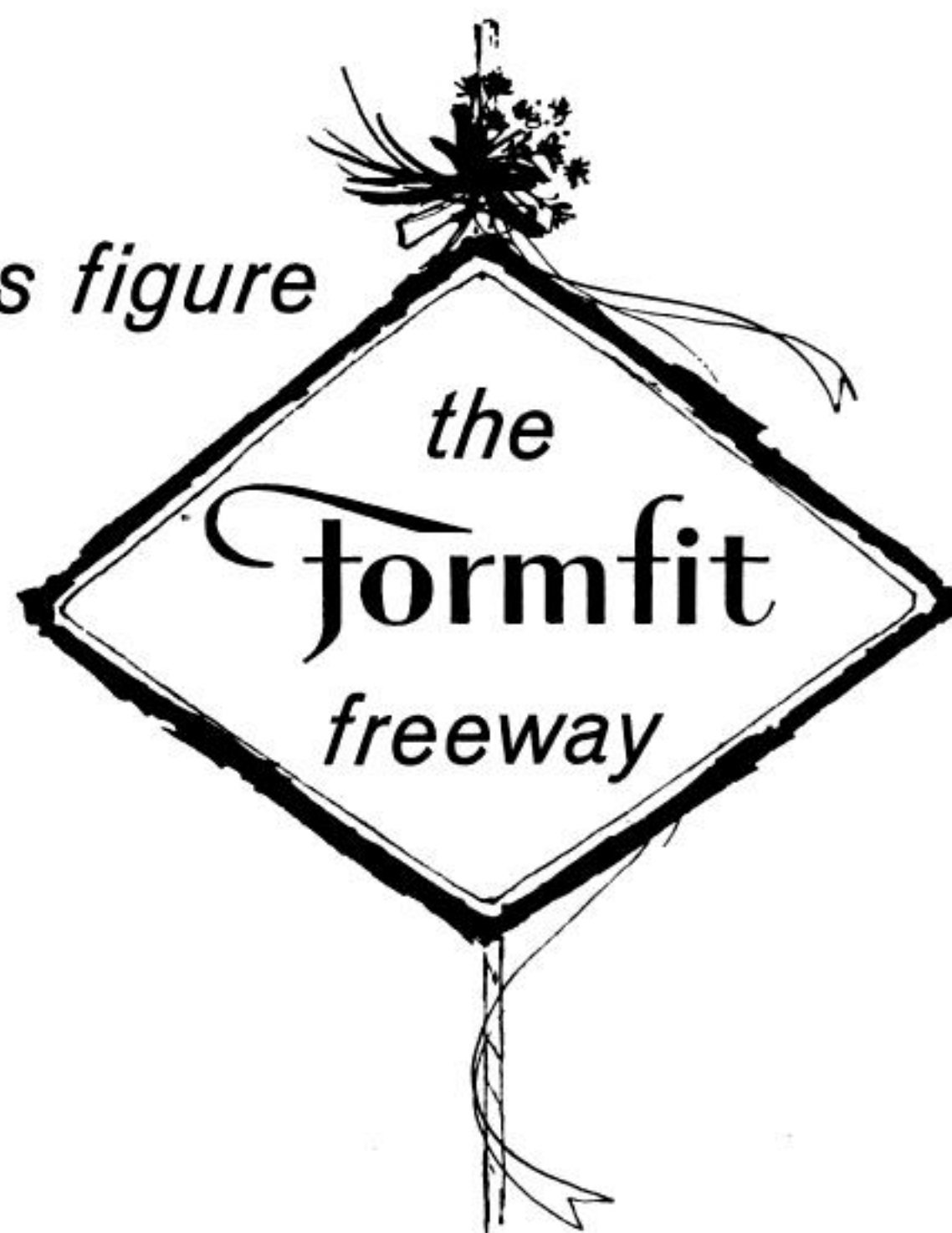


New ReVel Girdle by Formfit...

with extra-firm control
woven fore and aft *without*
extra heavy panels!

Here, indeed, is a very Rare One! For there's not another girdle in the world like New Revel. As you'd expect, it's a Formfit exclusive . . . because ONLY Formfit has discovered the formula to weave elastic control panels right into a girdle . . . and do it without adding a single seam to the "controls"! Of V we sing! . . . because Formfit's New Revel with *woven* control panels firms your hips, flattens your tummy and flatters your waist with *all-elastic* comfort. Look for the woven-in, seam-free V, and you'll find it only in New Revel . . . it fits the Formfit Freeway.

found!
newest route to a fabulous figure

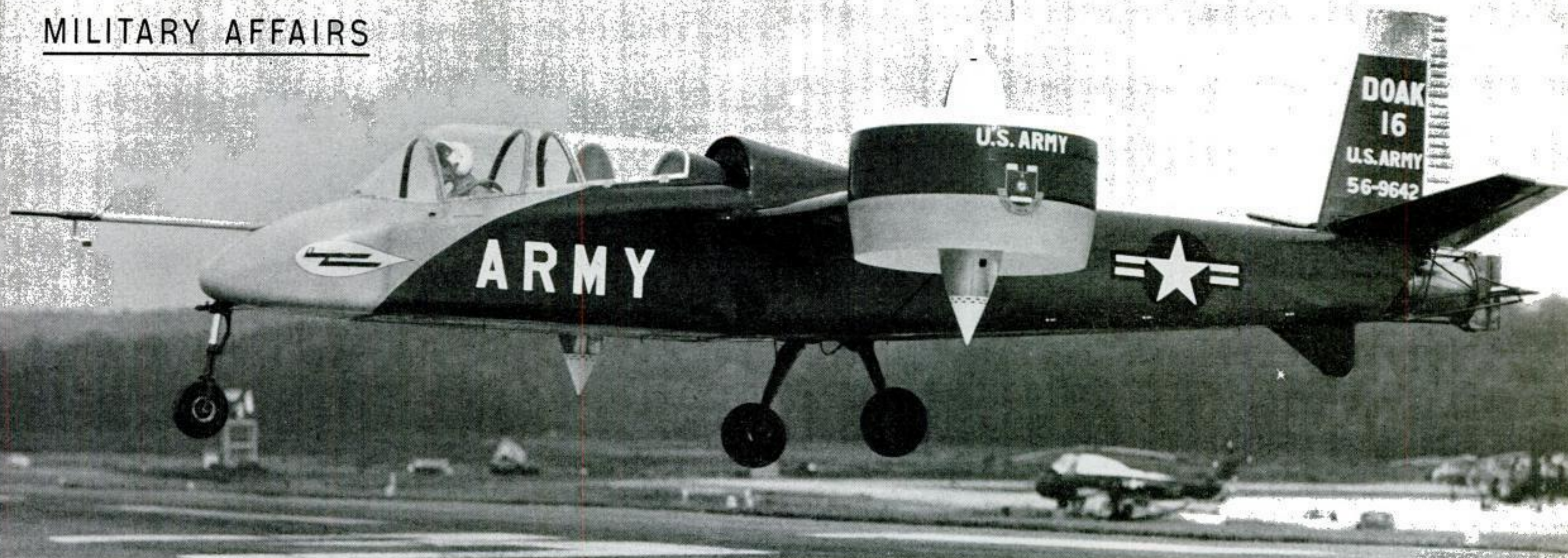


NEW REVEL GIRDLE. Nylon leno elastic with revolutionary no seam control panels front and back. Zipper closing. High waist for midriff control. Sizes 10-22 (waist 27-34). \$16.50

Patent applied for.

Shown with Romance Bra 573
White cotton—\$3.00—\$3.50

THE FORMFIT COMPANY • CHICAGO • NEW YORK • TORONTO • PARIS • LONDON



WITH WING-TIP FANS BLOWING AIR DOWNWARD, THE DOAK PLANE TAKES OFF VERTICALLY FROM RUNWAY. AN 825 ENGINE IN FUSELAGE DRIVES BOTH FANS

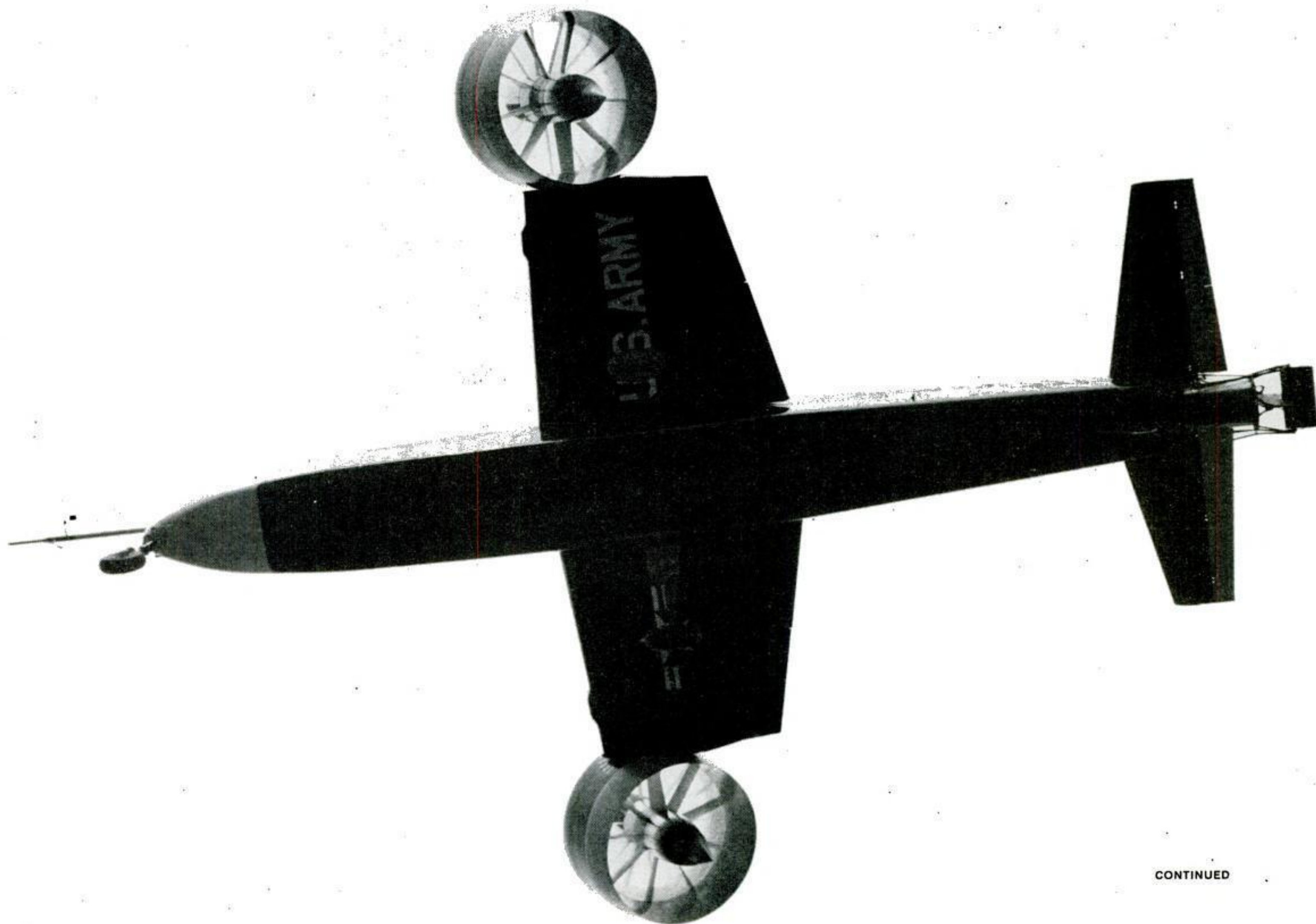
VERTICAL FLIGHT ON FANS

Defense Department rules prevent the U.S. Army from trying to compete in the air with the Air Force. But the Army does have a need for offbeat planes of its own which can perform tricks over the battlefield that no standard Air Force plane can. Last week the Army got a good look at an odd new plane called the Doak 16 which takes off and lands straight up and down, like a helicopter, but can fly forward like a conventional plane at a top speed of about 340 mph, twice as fast as the fastest copter.

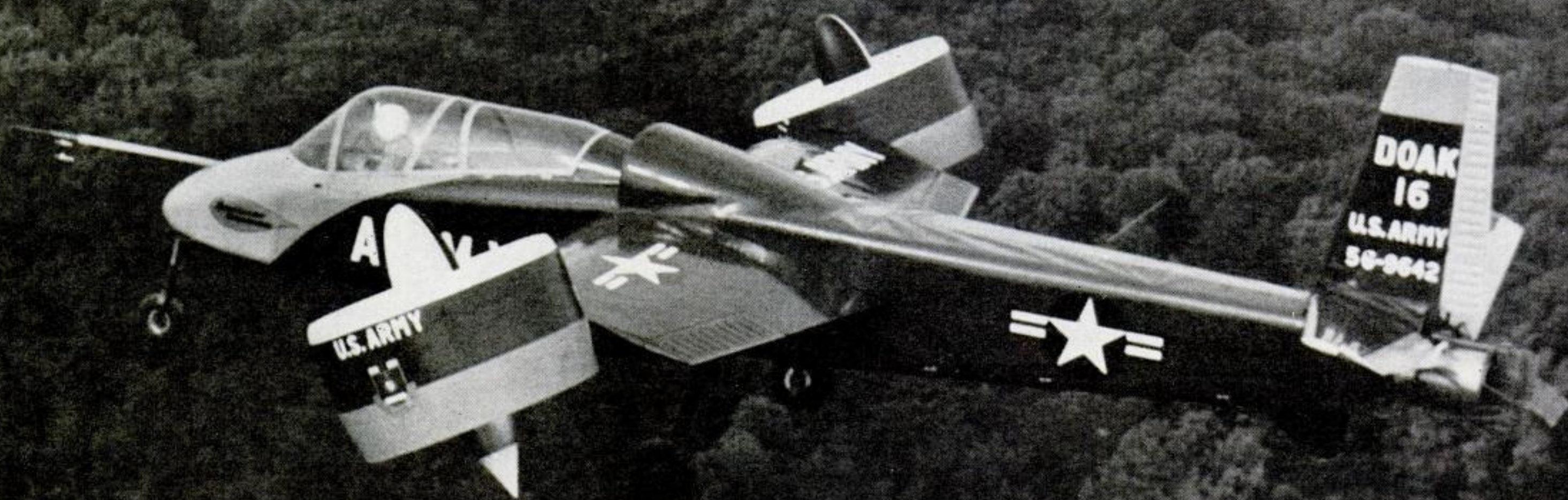
The new plane has powerful turbine-driven fans on its wing tips. At

take-off the fans are tilted so that they blow air downward and lift the plane up. Once the plane is airborne, the fans are rotated into the position of ordinary propellers, to pull the plane forward. The Army likes the plane, which is named for its manufacturer, Doak Aircraft of Los Angeles, but has not yet ordered any. Doak is designing long-range transport versions which could be used to deliver or rescue troops in combat areas where there are no landing fields. It could also be used commercially as a transport to fly between cities and towns which have no airports handy.

FANS STILL BLOWING DOWN, PLANE HOVERS OVERHEAD AS IT MIGHT ON RECONNAISSANCE MISSION. EXHAUST BLAST AGAINST TAIL VANES HELPS STEER PLANE



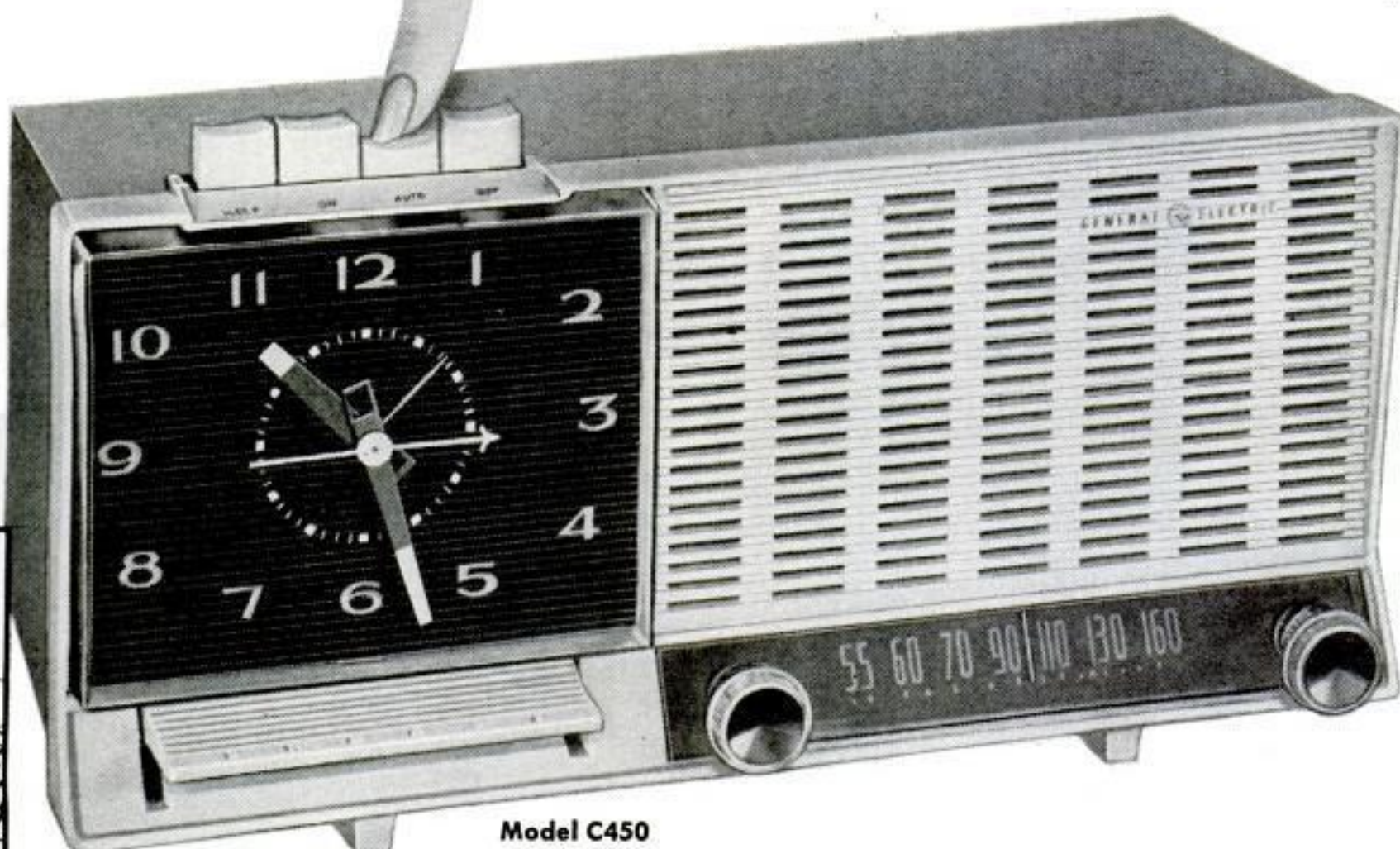
CONTINUED



LEVELING OFF into normal flight after a vertical take-off, the plane's fans begin to tilt forward on wings into an upright position where they will pull the

plane along in level flight. When the pilot is ready to land he will gradually rotate the fans back into a horizontal position and slowly descend to the ground.

NEW GENERAL ELECTRIC PUSH-BUTTON CLOCK RADIO with SNOOZ-ALARM®



Model C450

Watch the G-E College Bowl every Sunday on CBS-TV. See your local paper for time and channel.



Model P785

Seven-Transistor Pocket Radio. Small enough to go anywhere—powerful enough to play most everywhere. Plays on pen-light cells or on rechargeable batteries. Earphone jack for private listening. Choice of colors. A jewel of a miniature radio... a wonderful gift.

NEW easy-to-set push-button controls. Snooz-Alarm touch bar—a tap on the bar turns Snooz-Alarm off for about ten minutes then buzzer sounds again. Calls you as many as five times. Lulls you to sleep, turns itself off. Wakes you to music or buzzer. Turns appliances on and off. Fully molded cabinet—for good looks from any angle. Choice of colors.



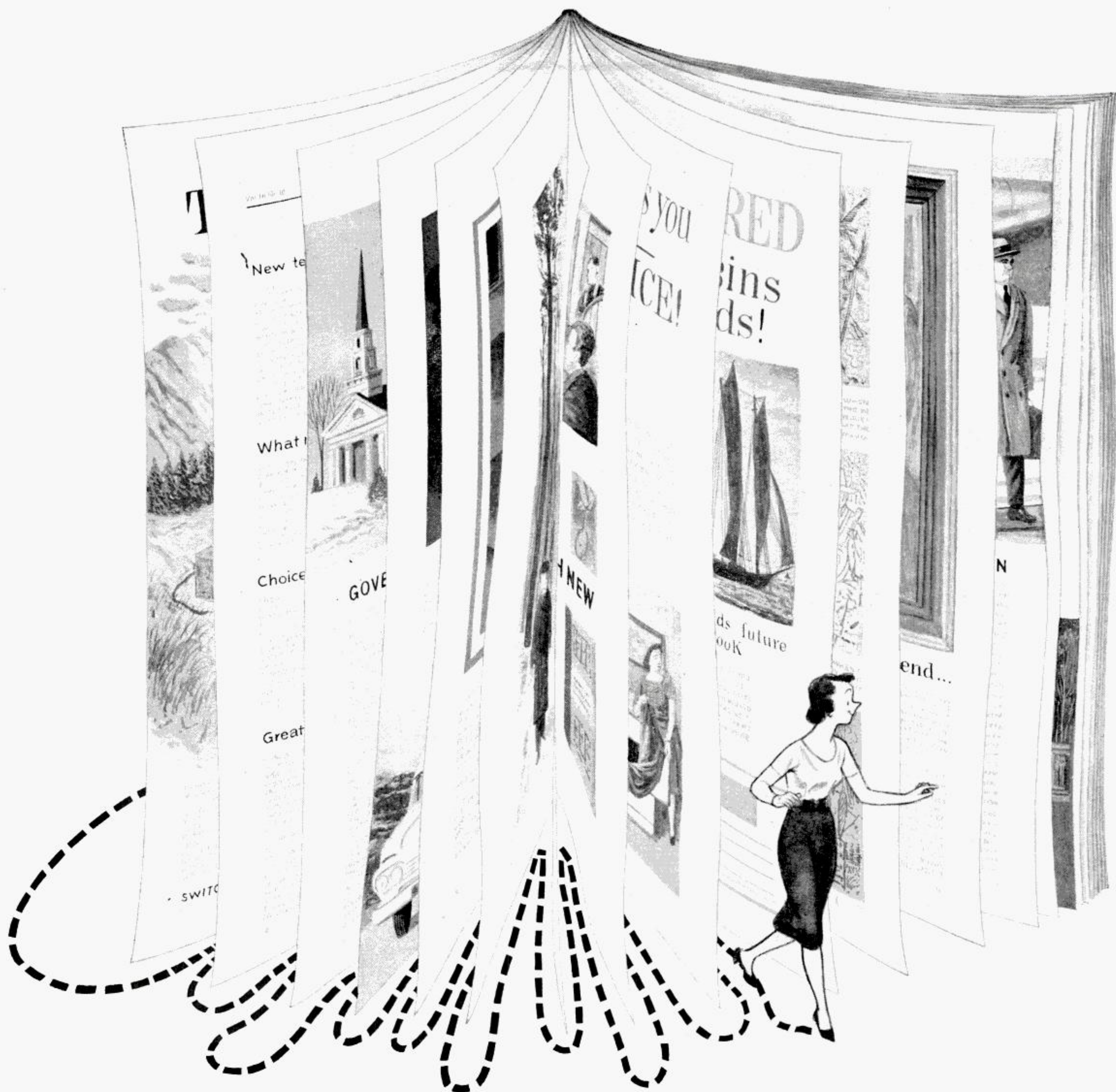
Model T125

Compact table radio in your choice of three colors. Push-pull, on-off volume control. General Electric Dynapower speaker. Printed circuit for dependable, long-life performance.

90-day written warranty, on both parts and labor. General Electric Company, Radio Receiver Dept., Bridgeport 2, Conn.

Progress Is Our Most Important Product

GENERAL ELECTRIC



What have you discovered lately?

A lady can go a lot of places . . . get a lot of new ideas . . . do a lot of shopping in the pages of her favorite magazines.

Every story . . . every advertisement is an invitation to learn, to dream, to question, to form an opinion—at your own pace, in your most comfortable chair.

No wonder so many of your shopping decisions are made here. Where you can gather facts about everything from air travel to zippers; where you can “try them all on” to see which suits your family’s needs and budget best.

You stop, perhaps, to savor a spectacular new soufflé . . . to redecorate the kitchen (*and the bath?*) . . . to dress your youngsters with the latest wash-and-wear chic . . . to pose your husband in (well, why not!) a salmon-pink car.

If you’re like most busy homemakers you *make* time for your favorite magazines. That’s because nowhere else can you make so many discoveries so quickly.

Discoveries that stir your imagination . . . sharpen your eye for value . . . send you to the store a smarter shopper.

Another example of how advertising helps everybody. TIME INC., publisher of LIFE, TIME, FORTUNE, SPORTS ILLUSTRATED, HOUSE & HOME, ARCHITECTURAL FORUM and International Editions of LIFE and TIME.



DKW DOES IT!

THE REMARKABLE DKW FROM DÜSSELDORF... CLIMBS STAIRS ON 3 CYLINDERS AND 7 BASIC MOVING ENGINE PARTS

TENACIOUS TRACTION FOR TIME-PRESSED COMMUTERS! Front wheel drive does the trick. The DKW is pulled rather than pushed from the rear. It will literally haul you over mud, sand, snow or ice where other cars stick or slide helplessly. And there's no transmission tunnel to annoy your passengers.

UNUSUAL? Yes. But the DKW is one of the most unusual and practical cars in the world. Its three cylinders do the work of six by using the two stroke cycle principle. Each stroke of the pistons does twice the work of pistons in conventional four stroke cycle engines. Think of the gas you save.

ELIMINATES MANY REPAIRS AND ADJUSTMENTS characteristic of conventional cars! There are no valves, no camshafts, no timing gear... only three pistons, three connecting rods and a crankshaft. Fewer parts to adjust or replace. **FAR FEWER BILLS.** No oil to change, ever. It's simply added to the gas. And that means fresh oil lubrication all the time.

STARTS IN THE BITTER, BITTER COLD! Stringent factory tests prove that the DKW will start at 60° below zero in under one minute with no assistance. Reason? No frozen oil to gum up the pistons. Remember, it's mixed with the gas.

AGILE? Like a hare! Runs, scurries, stops, turns... no effort for car or driver. Steering is fast and precise. Brakes are large and sure. Frame strength is tremendous for safety all around.

PERFORMANCE? Eighty miles an hour and you're breaking the law if you try it.

COMFORTABLE? Very much so. You'll be amazed at how much interior space there is. Plenty of trunk space, too. And a very efficient heater-defroster is standard equipment on all models.

SOUND FANTASTIC? Sure. That's why DKW is famous as *Das Kleine Wunder* all over Europe.

WANT TO TRY IT? You should! Your DKW Dealer will be glad to demonstrate. Don't wait. See him now.

DKW cars are manufactured by Auto Union in West Germany, which also manufactures Auto Union cars. The line ranges from two-door coupés to station wagons and commercial vehicles. DKW's and Auto Unions are distributed in the U.S.A. by Mercedes-Benz Sales, Inc. For the name of your DKW-Auto Union Dealer see the yellow pages of your telephone directory or write to: Mercedes-Benz Sales, Inc., South Bend 27, Indiana.



Rita without Glamor

SHE PLAYS A BEAT-UP OUTCAST IN 'CORDURA'



THE GLAMOROUS RITA was summed up in LIFE picture of 1946 at height of sex queen career.

The courage and cowardice of six saddle-toughened U.S. cavalymen campaigning in Mexico are the themes of *They Came to Cordura*, Columbia's excellent screen version of Glendon Swarthout's novel. Among the men are such oldtime favorites as Gary Cooper and Van Heflin and a youngster, Tab Hunter, who grows better with each movie.

But when the film ends, Rita Hayworth, playing the only woman's role, has all the honors—and in surprising fashion. Here yesterday's carefully coiffured love goddess (*left*) plays a

dirty, sun blistered, horse-borne harridan (*below*) who watches the hero work out his destiny first in hate and finally in pity.

The story evolves out of General John J. Pershing's four-regiment gallop into Mexico in the spring of 1916 to catch Pancho Villa and his bandits. Pershing did not catch Villa—in fact, he caught nothing but brief glimpses of his bandits. Forty years later Author Swarthout was stirred to spin his sardonic story of a cowardly officer in Pershing's force assigned to find heroes to rouse U.S. patriotic fervor.



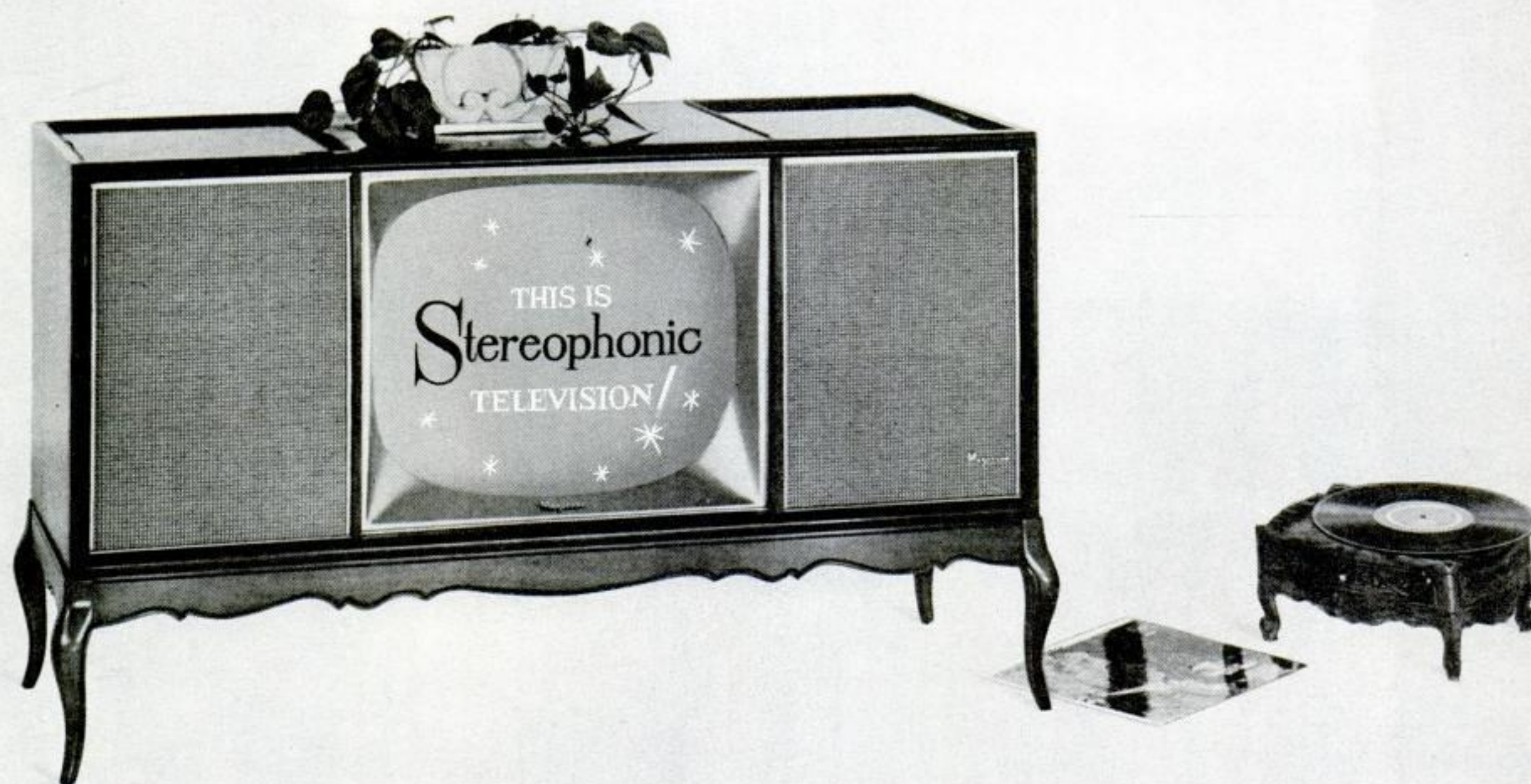
THE UNGLAMOROUS RITA appears in *Cordura* as a scandal-tarnished U.S. woman who has fled to Mexico and taken up with the revolutionary army. When

U.S. forces capture her ranch the cowardly major, played by Cooper, is ordered to take her to base camp along with five men selected to receive honors as heroes.



The biggest, clearest pictures in
all TV come only from Magnavox

Magnavox 24" pictures* bring a bigness, drama and life to
your favorite shows that smaller screens simply cannot match.
And Magnavox adds the "lost dimension" to television—by
combining high fidelity pictures with true high fidelity
sound! Music becomes magic and pictures "become alive."



SPECTACULAR NEW ALL-INCLUSIVE STEREO THEATRE—first and only stereophonic high
fidelity entertainment centre combining Gold Seal 24" Chromatic TV**. . . FM/AM radio and
Stereo Phonograph in a single beautiful furniture piece! Six Magnavox high fidelity speakers,

including two 12" bass, two separate sound channels, exclusive Magnavox precision record
changer with Diamond Stereo Pick-up. Gliding panels permit convenient top loading and tuning.
All for the price of one! Your choice of several styles and finishes. Provincial shown—**\$595.00**



← **UNWILLING "HEROES"** watch Lieut. William Fowler (Tab Hunter) try to shoot the awards officer.

BRAVE CHARGE against bandits drove Villa's followers from the ranch where they had holed up.

CONTINUED

THE MAGNAVOX COMPANY, FORT WAYNE, INDIANA

Yet you get all this extra value for the price of an ordinary 21" set. See these models and many others—with or without stereo, at your factory-direct Magnavox dealer now—he's listed in your Yellow Pages. Prove to yourself that Magnavox is truly the finest—and the best buy on any basis of comparison.

the magnificent Magnavox

WORLD LEADER IN STEREOGRAPHIC HIGH FIDELITY AND QUALITY TELEVISION



*MAHOGANY **DIAGONAL MEASURE



GREATEST VIEWING PLEASURE AND CONVENIENCE. 24" Chromatic TV** Gold Seal Magnapower chassis, two 8" speakers with coaxial tweeters and the only remote wireless tuner that gives complete picture and sound control from anywhere in the room. THE PREMIERE in several styles \$399.50*

BIGGEST PICTURE IN ALL TV yet priced no higher than small screen 21" sets. A beautiful fine furniture console, THE BROADVIEW 24"*** has two omnidirectional speakers, full transformer-powered chassis. Only \$259.90*



*Follow
The Leader!*

Over the years, Black & White has received the acclaim reserved for the leading Scotch whisky in America. It's the big favourite—because its quality and character never change! So sensibly priced, too!



"BLACK & WHITE"

The Scotch with Character

BLENDING SCOTCH WHISKY 86.8 PROOF
THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS

RITA CONTINUED



FIGHT FOR TEQUILA involves Rita in a battle with Richard Conte and Van Heflin on their long, dangerous trek across the desert to the base camp.

MAKE-UP JOB IN REVERSE: PAINTING OUT BEAUTY

It took longer to deglamorize Rita Hayworth for *Cordura* than ever it took to glamorize her. At 41 she is still slim and lovely. The man who did the job, Make-up Artist Bob Schiffer, spent two hours every morning at the task. To make her eyes look bloodshot he used a red lining on the edge of the lids. Under her eyes he drew deep circles. Then he worked with patient artistry to get the cheeks properly and believably sunburned and the lips properly parched, cracked and bleeding.

For Schiffer, who has been making up Rita for 18 years, all this was sheer delight. He says, "For a long, long time I have had a hankering to deglamorize her. It is like a man who drives a bus down Fifth Avenue for 18 years and has a secret passion to turn right and drive the bus to Florida. Besides, I've seen so many films in which glamor girls looked like glamor girls when they should not have—in the Klondike, in the African jungles. This was the chance to change that for once."

Rita agreed. When she read *They Came to Cordura* she called Producer William Goetz who was to make the movie and asked for the part of Adelaide. He told her: "You could be wonderful in it. But you will have to throw away your lipstick. You will have to play the part, not Rita." And Rita had replied, "High time I did."

Some officials at Columbia, where Rita had been so long the well-lacquered love goddess, protested. But Goetz, Director Robert Rossen and Rita stood fast. The deglamorization, they said, would be complete. And daily on the set Schiffer went on happily driving his bus to Florida.



THE ARTIST AT WORK, make-up man Bob Schiffer, carefully pencils in the tired lines and circles of beaten, badly used woman under the actress's eye.

Does your stove make any pan automatic?

**1959 General Electric Ranges with new automatic unit
let you cook without watching—without scorching!**

It's automatic! Dial the temperature you want—you need not go back to turn it up or down. It's maintained automatically.

It's clean and safe! No open flames to smudge pan bottoms! No-stain oven vent keeps walls clean. No worry about drafts blowing out pilot light or low flame. Units are self-cleaning, too!

It's thrifty! Bake all day for less than a dime in the big 23-inch oven.* Extra-heavy insulation bars heat loss—keeps kitchens cool!

It's dependable! General Electric quality—and prompt, courteous service by General Electric-trained service men—assures lasting satisfaction!

(*National average for eight hours of cooking.)



Model J-308. About \$3.00 per week, after small down payment. 36 months to pay.



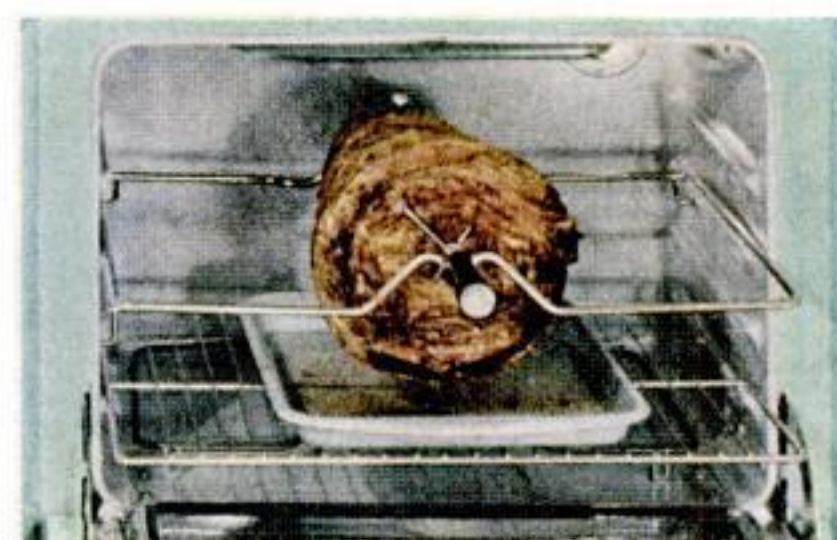
GENERAL  ELECTRIC



Can you cook meals while you're out—or if you have an oven timer, is it too complicated? New General Electric Oven Timer is easy to set as a clock!



Can you cook enough franks for a crowd at the same time? Big General Electric griddle maintains any temperature you set—*yet needs no wires or plugs!* Wash it at the sink.



Can you barbecue indoors? This family-size rotisserie barbecues with speed and ease right in the porcelain oven! Meats are self-basted—evenly browned—juicy and delicious!



Can you lift off the oven door to clean every part easily? Every General Electric Range—both in 30- and 40-inch models—has lift-off doors; bake units lift up; broiler units pull out.

**Your old stove will make a
down payment on a new
General Electric Range!**

PRICES START AT

\$149⁰⁰*

***Factory recommended price for
Model J-299 (not shown)**

**About \$2.00 a week after small down payment.
In Alaska and Hawaii freight and handling extra.**

Range Dept., General Electric Co., Louisville 1, Ky.



Nordic Anti-Freeze Jacket of "Dacron" polyester fiber and cotton, nylon lining, about \$22.95 Boys' Anti-Freeze in foulard print nylon, lined with fleecy nylon, about \$17.95

INSTANT-WARM-UP ANTI-FREEZE JACKETS...

Lightweight Shell Fabric by Travis
now in DuPont nylon and "Dacron"*

Just slip on one of these jackets and you'll know why they're called Anti-Freeze! McGregor engineers them to keep out cold drafts and icy blasts; makes you feel you're in Florida when you're in Maine. Fleecy Du Pont nylon linings by Princeton play tricks with the weather. Yet, with all this warmth, Anti-Freeze jackets are the lightest you've felt—and the easiest to care for—science and McGregor make them that way!

MCGREGOR®

Also boy-sized, boy-priced. Made in Canada, too. McGregor-Doniger, Inc., New York 19, N. Y.

*Du Pont's registered trademark



Shimmering Bronze nylon Anti-Freeze Jacket in bronze-tone, fleecy nylon lining, about \$19.95 Nylon Anti-Freeze Jacket in foulard print, fleecy nylon lining, about \$19.95

WARM, YET LIGHT...WASH 'N' WEAR, TOO

Anti-freeze jackets made of 100% Du Pont nylon
keep you warm...yet weigh mere ounces!

If you're a man who likes freedom for action, you're an Anti-Freeze man. Du Pont nylon makes them cloud-light, yet warm enough for the coldest weather. Smooth, rugged Du Pont nylon *outside* — warm, fleecy nylon lining *inside* — is easy and economical to care for. Just toss them in the washer; drip dry; in a few hours they're ready for action again. Choose from handsome colors and patterns—at all fine stores *now*.

DU PONT MAKES FIBERS, DOES NOT MAKE THE FABRICS OR JACKETS SHOWN HERE.

DU PONT
NYLON



BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

KRAFT CANDIES

good, like all Kraft foods



The Goblins'll getcha if you don't hand out !

Kraft Caramels Meet the trick-or-treat challenge with plenty of Kraft Caramels! Chewy—buttery smooth, rich with true caramel flavor. Wholesome—the proteins and minerals of 20 ounces of milk in every pound! Especially good for treats because each one's wrapped—they stay clean in loot bags.

Kraft Fudgies Newest, creamy treat from Kraft! Bite-size—wonderful tasting. Both chocolate and vanilla. Each one wrapped in silver or gold. They're good goblin' for goblins. Kraft Fudgies—a perfect Halloween handout. 42 in every bag.



Kraft Caramels and Kraft Fudgies in bags, in the special 6-bar packages or in Trick-or-Treat 24-bar cartons.

Get Kraft Candies at your store's Trick-or-Treat display !



SPECTACULAR SWORDPLAY, as in *The Master of Ballantrae* (above), was a Flynn specialty. In a quarter of a century he

appeared in more than 50 movies, mostly Warner Brothers adventure tales. He could act pretty well but seldom bothered to.

FINIS FOR THE FABULOUS FLYNN

There was just one word for Errol Flynn—outrageous. In his real life as on film he was constantly sprinting out from behind the arras pursued by an angry husband or a flummoxed female. He was married three times, fathered four children and won a law suit charging him with fathering another. He loved the company of young girls and he was accused three times, but never convicted, of statutory rape. In 25 years of movie-making he earned and grandly spent more than \$7 million. He drank two quarts of vodka daily, three when he got up early enough, and he was a scamp,

bounder and barroom brawler in the great and mannered tradition of Cellini, Casanova and Don Juan. The truth was not in him when a lie made a better story. Large numbers of people loved him dearly.

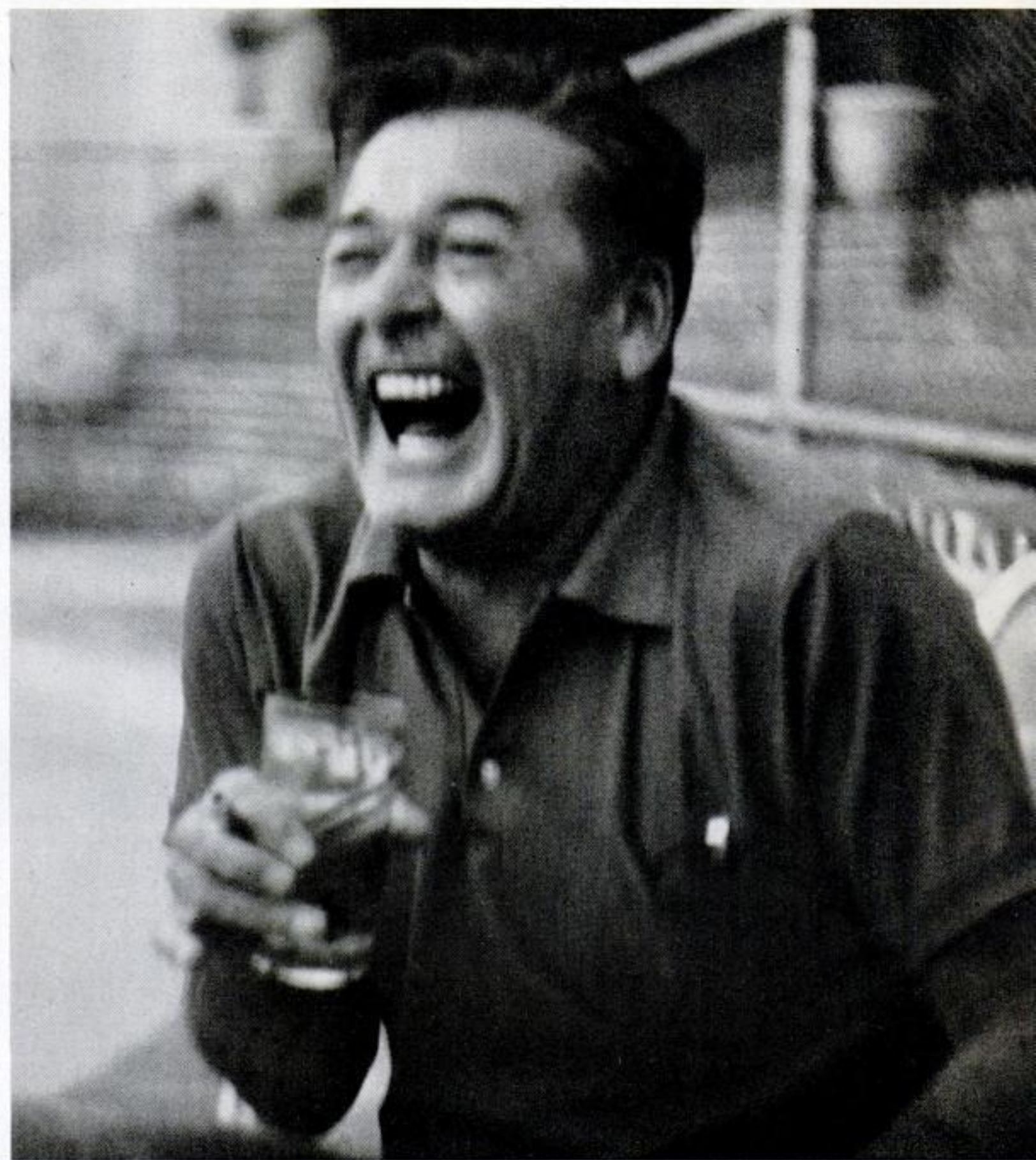
Last week, at 50, Errol Flynn lounged about a Vancouver doctor's apartment while the classic pains of a coronary spread through his body and down his arms and legs (he knew them, for he had suffered them twice before) and talked of other things, of long-gone friends, of John Barrymore, W. C. Fields. He said, "Hell, dying is not so much," and asked for a room to lie down in. Soon he died.



NEAR THE END, 10 days before death, Flynn lazed beside a Hollywood pool with bikini-clad 17-year-old actress Beverly Aadland (he called her Woodsie, for

wood nymph), his constant companion since she was 15. At right is Mrs. George Caldough of Vancouver whose husband was negotiating to buy Flynn's yacht.

THE MEMORIES OF AN IRREVERENT MAN



THE WILD OLD DAYS in Hollywood were the subject of Flynn's favorite stories about prodigious drunks and questionable escapades. Here he tells how John Barrymore's body was spirited from the funeral parlor a few hours after his death by some of Flynn's drunken friends, including a famous movie director.

Flynn pantomimed the body (*upper left*), the drunken friends and their difficulties as they carried it to Flynn's house and put it in a chair. Flynn arrived, saw the body and fled screaming (*lower right*). Flynn wound up the story by adding that he did not think it was the correct way to say goodbye to John.

伸びゆく鉄道

(Meaning: Progress on Japan's railroads!)



In Japan, the government encourages railroads to modernize and expand.

For the Japanese know that strong railroads are the sinews of an industrial nation today — essential to success in the fierce economic rivalry for the world's markets.

As Japan has aggressively promoted its railroads, the nation has grown in economic strength since the war. Freight traffic increased some 90% from 1946 to 1956 — and over-all efficiency has gone up with it.

* * *

In the United States, by contrast, the government appears indifferent to the strength and stability of the railroads while it promotes and encourages the railroads' competition.

Railroads are burdened with discriminatory taxation — while their competition uses highways, waterways, and airways built and maintained by the government.

When we handicap our railroads, we promote inefficiency, high costs and high prices. And all America is the loser.

* * *

The railroads of the United States ask no special favors. All they ask is equality of treatment — and the opportunity to compete *on an equal basis* — to the benefit of the public.

The nation's railroads are its greatest transportation asset. They should be given a fighting chance to show how much they can do for America.

**ASSOCIATION OF
AMERICAN RAILROADS**
WASHINGTON 6, D. C.



"What good is a hack that's always in hock for tune-ups?" the cabby growled.

The day the cab driver almost put his hack in hock!

Cabby: I was ready to hock my hack and head back to the farm . . . till Pennzoil came to the rescue. My sympathetic nature went up in exhaust smoke. So don't bend my ear about anything but Pennzoil with Z-7!

Attendant: I follow you, friend. Lots of my customers insist on Pennzoil.

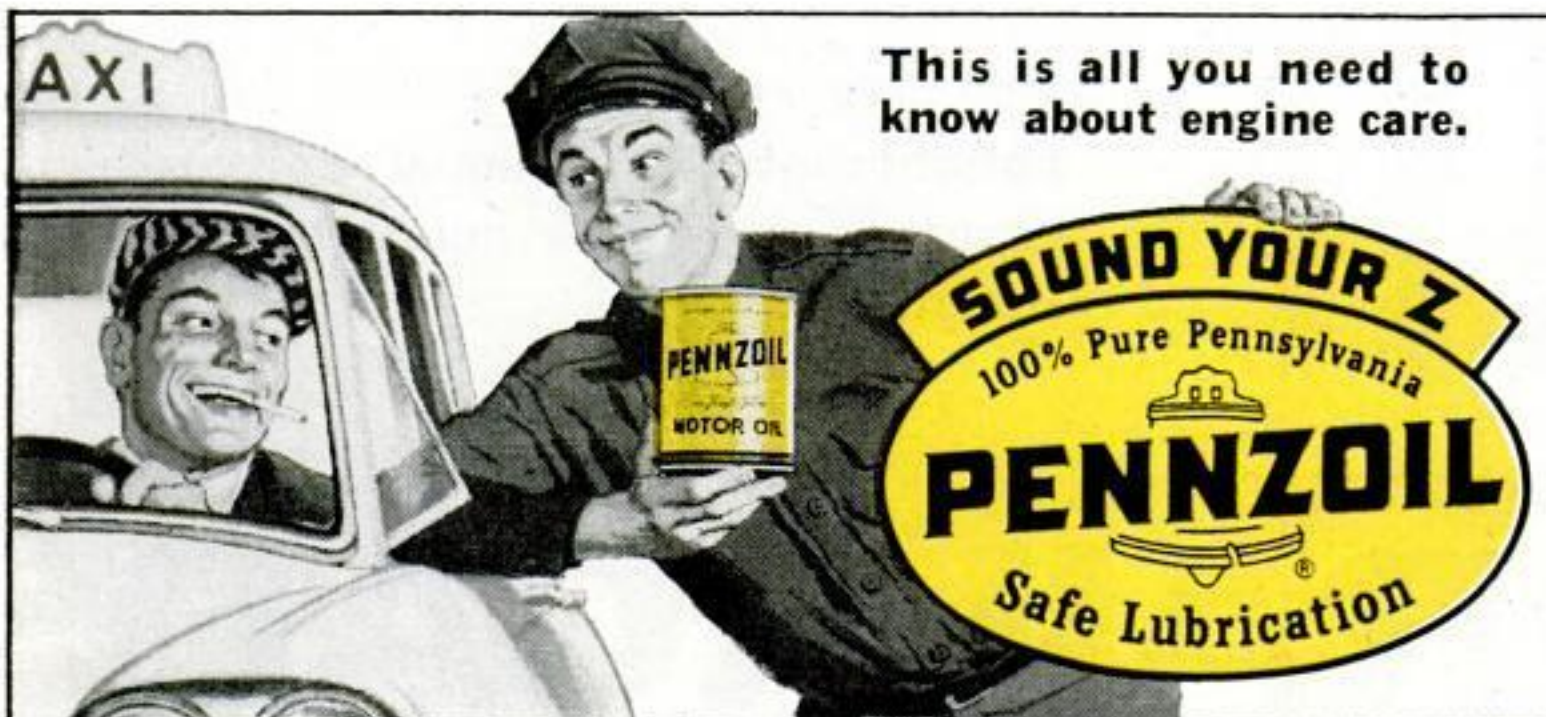
Cabby: It's the only thing that keeps my hack on the street. Used to be this heap couldn't beat a red light from a rolling start. Had less power than a pushcart. Every nickel the meter ticked off went for *extra* gas and oil . . . and tips hadda pay for tune-ups! It was a no-fare fight, till I switched to Pennzoil.

Attendant: Sure. Pennzoil actually boosts gas mileage. And keeps your engine clean, so spark plugs don't

foul. You get smooth power and save money, too. Stick with Pennzoil all the time . . . *it's all you need to know about engines.*

Cabby: Right! Stop-and-go traffic is tough on engines and motor oil . . . and my disposition! That's why I gotta have Pennzoil with Z-7. I'm getting to be a regular "nut" on the subject!

Author's Note: Pennzoil with Z-7 is The Tough-Film® motor oil, especially refined from pure 100% Pennsylvania-grade crude, the highest quality oil ever discovered. And the makers of Pennzoil are the largest producers of this oil in the world. No other motor oil will protect your automobile so well. So ask for Pennzoil by name, wherever you go.



This is all you need to know about engine care.



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FLYNN CONTINUED

SEA OF MATRIMONY



FLYNN'S FIRST WIFE, Actress Lili Damita, mother of son Sean, is shown with him on schooner *Sirocco* in 1938. Marriage lasted from 1935 to 1942.



FLYNN'S SECOND WIFE, Nora Eddington, mother of daughters Deirdre and Rory, sailed with him on schooner *Zaca* in 1946. This lasted from 1943 to 1949.



FLYNN'S THIRD WIFE, Singer Patrice Wymore, sobs on hearing of death. They were married in 1950, separated in 1957, had a daughter, Arnella Roma.

THE MAN IN COMMAND

Precise...Poised...Polished—right down to his **ESQUIRE** shine

The Man in Command
CHIEF OFFICER RICHARD RIDINGTON
S. S. United States,
world's fastest ship



© KNOX INC., 1959

First and only blend of 9 rare waxes to condition leather for a brilliant Esquire shine!

NEW FORMULA Esquire Boot Polish is a unique blend of costly waxes developed after years of research by the skilled Esquire chemists. This exclusive formula actually *nourishes* the leather, *conditions* it to hold a brilliant, longer-lasting shine.

Esquire is *moisture-blended* to stay fresh and smooth down to the very last bit. Make a habit of Esquire Boot Polish...it's the shine of the Man in Command.

ESQUIRE BOOT POLISH



here...with
all these things
new and different!

THE SUPERLATIVE



Nearest to perfection a low-priced car ever came! There's nothing like



Bel Air 4-Door Sport Sedan in Royal Blue

One look tells you this new Chevy was styled to stand out from the rest of the crop — from the clean thrust of its unified grille to the jaunty flare of its dapper rear deck.

And one turn at the wheel will tell you it's just as new and different inside — from the *roomier, more elegant feel of its new Body by Fisher* to its spunkier, thriftier V8 performance.

There's room to sprawl in, room to sit tall in — provided in generous dimensions by Chevy's sofa-wide seats and a roofline that has respect for hats. And there's even more leg room for the man in the middle, thanks to the way Chevrolet engineers have *trimmed down the transmission tunnel*.

Under the hood you have a choice of two standard engines that do marvelous things with mileage. There's Chevy's famed Hi-Thrift 6, the

savin'est 6 you'll find in any full-size car, and a *new Turbo-Fire V8 that gets up to 10% more miles out of a gallon of regular* while giving you more "git" at normal speeds.

Yet, as economy-minded as this '60 Chevrolet is, it's come up with comfort and convenience that'll make you wonder why anyone would want to pay more. Its remarkable Full Coil ride — insulated from road shock and noise by *thicker, newly designed body mounts* — remains unruffled by even the roughest roads.

Engine impulses, oil-hushed by hydraulic valve lifters, are even more effectively filtered from the driver by a *new clutch linkage*. There's also a convenient *new parking brake* that automatically returns to normal height after application. And this accent on convenience even extends back to

the *lower loading height of Chevy's family sized luggage compartment*.

Adding to your sense of luxury is a choice of colors, power teams and custom features that tailor every detail of the '60 Chevy into just the car you've always yearned for. There's a new two-toning motif available on all *16 fresh-minted models*. A choice of *24 engine-transmission combinations* to satisfy the itchiest driving foot.

We could go on, but your dealer's the man to take up the story from here. And the happy ending will come when he tells you the low price all this luxury sells for! ... Chevrolet Division of General Motors, Detroit 2, Michigan.



1960 CHEVROLET



a new car — and no new car like this Impala 4-Door Sport Sedan!

The treat that always stops a trick just happens to be new **Post Treat-Pak**

Now with new Sugar-Coated Corn Flakes! Six handy packs, four different snacks. Calculated to satisfy a child's sweet tooth in a wholesome way... these cereals are sugar-coated with controlled sweetness. The most unadult people love Post Treat-Pak. The most adult people are glad they do.



All Post cereals happen to be  just a little bit better!

A Big Daddy from Baltimore

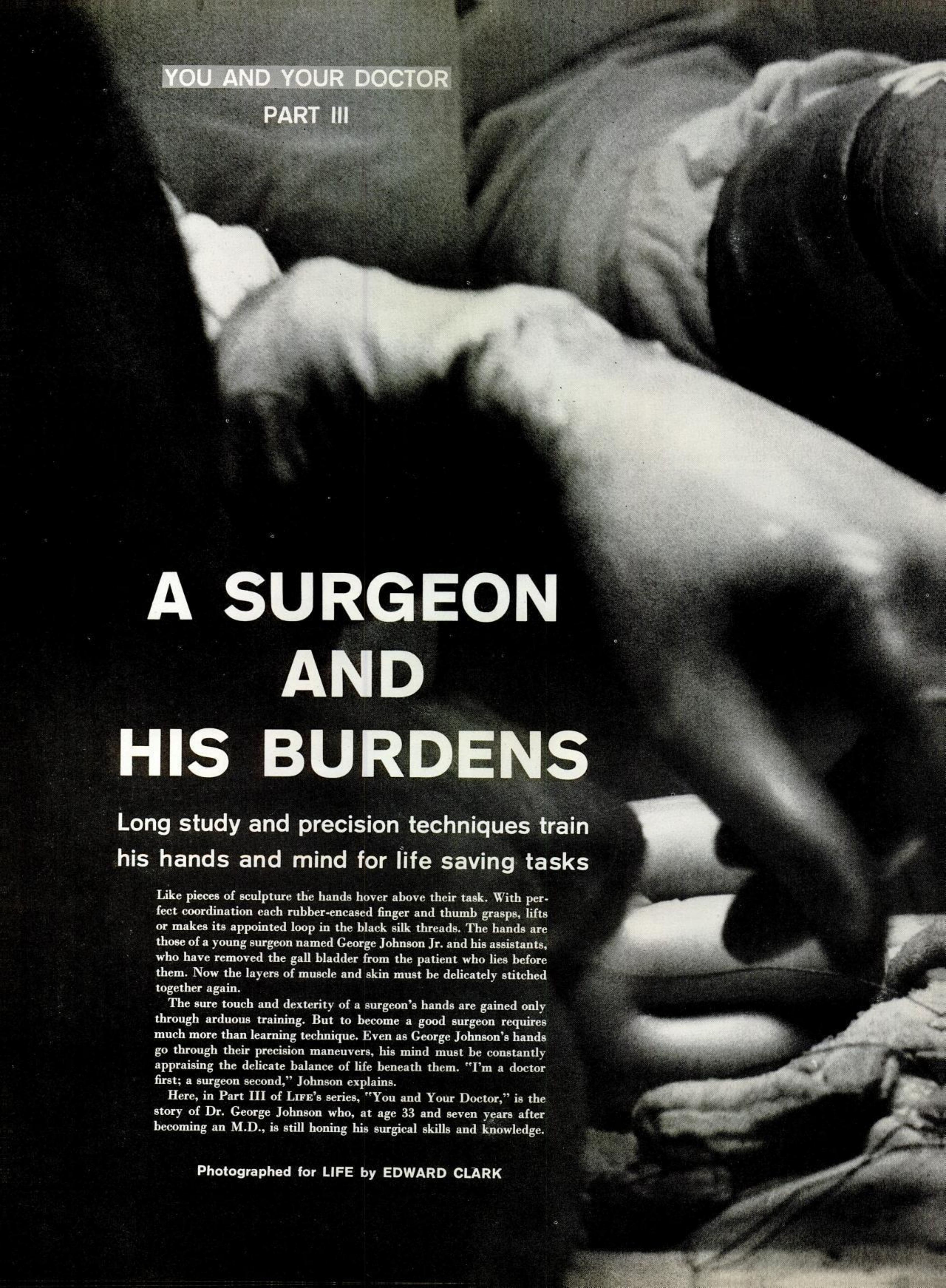


COLOSSAL COLT Gene Lipscomb dwarfs teammate Jackie Simpson, 5-feet-10, in Baltimore locker room. Lipscomb, 28, was bought by pro champs for \$100.

The warning, "Big Daddy will get you if you don't watch out," is no child's joke in pro football. It is a frightening fact of life for anyone who carries a football in the National League. "Big Daddy" is Eugene Lipscomb, 6 feet 7 inches, 290 pounds, defensive tackle for the Baltimore Colts. As he hulks over his teammates in the locker room or ensnares a ball carrier in his arm, Big Daddy is one of the most awesome sights in sports. Last fall he led the champion Colts in number of tackles—a rare feat for a lineman since most tackles in pro football are made by line backers. He blocked two field goal attempts and thereby won two \$10 hats from Coach Weeb Ewbank. Big Daddy loves to rush in, deflect a pass and devour the passer but is happiest when assaulting rival runners. "He sorts the backs out," says Ewbank, "and when he comes to the ball carrier, that's the one he keeps."

WITH A SWIPE OF HIS ARM, BIG DADDY LIPSCOMB TRAPS DETROIT'S EARL MORRALL, TRYING TO BREAK LOOSE. MORRALL HAD TO LEAVE GAME AFTER TACKLE





YOU AND YOUR DOCTOR

PART III

A SURGEON AND HIS BURDENS

**Long study and precision techniques train
his hands and mind for life saving tasks**

Like pieces of sculpture the hands hover above their task. With perfect coordination each rubber-encased finger and thumb grasps, lifts or makes its appointed loop in the black silk threads. The hands are those of a young surgeon named George Johnson Jr. and his assistants, who have removed the gall bladder from the patient who lies before them. Now the layers of muscle and skin must be delicately stitched together again.

The sure touch and dexterity of a surgeon's hands are gained only through arduous training. But to become a good surgeon requires much more than learning technique. Even as George Johnson's hands go through their precision maneuvers, his mind must be constantly appraising the delicate balance of life beneath them. "I'm a doctor first; a surgeon second," Johnson explains.

Here, in Part III of LIFE's series, "You and Your Doctor," is the story of Dr. George Johnson who, at age 33 and seven years after becoming an M.D., is still honing his surgical skills and knowledge.

Photographed for LIFE by EDWARD CLARK



CONTINUED

SURGEON CONTINUED

Aching strains of 18-hour days

From early morning until near midnight almost every day since 1952, Dr. Johnson has studied, watched and performed surgery. Now he has done 500 operations ranging from simple hernias to removing cancerous lungs, does up to four big operations a day. In all these years of "training" at The New York Hospital-Cornell Medical Center he has never received a dollar from a patient. This year, as chief surgical resident, he has been paid \$66 a week. What more he needs he borrows, so that he can concentrate on learning surgery night and day.

It has been a long time of study for him—college, four more years to go through medical school and finally seven years of surgery. Now in his last year, he leans over the operating table for such long stretches—up to six hours—that his back and legs get painful kinks. But he feels the work sharpening his mind as well as his skill and he ignores the aches and strains that always come on his frequent 18-hour days.



LONG DAY'S WORK nears its end at 2 a.m. as Dr. Johnson watches blood flow into arm of man whose stomach he partly removed during last 5½ hours.



CLOSE LOOK during gall bladder operation shown on previous page brings Johnson into characteristic leaning posture as he explores bile duct for stones.





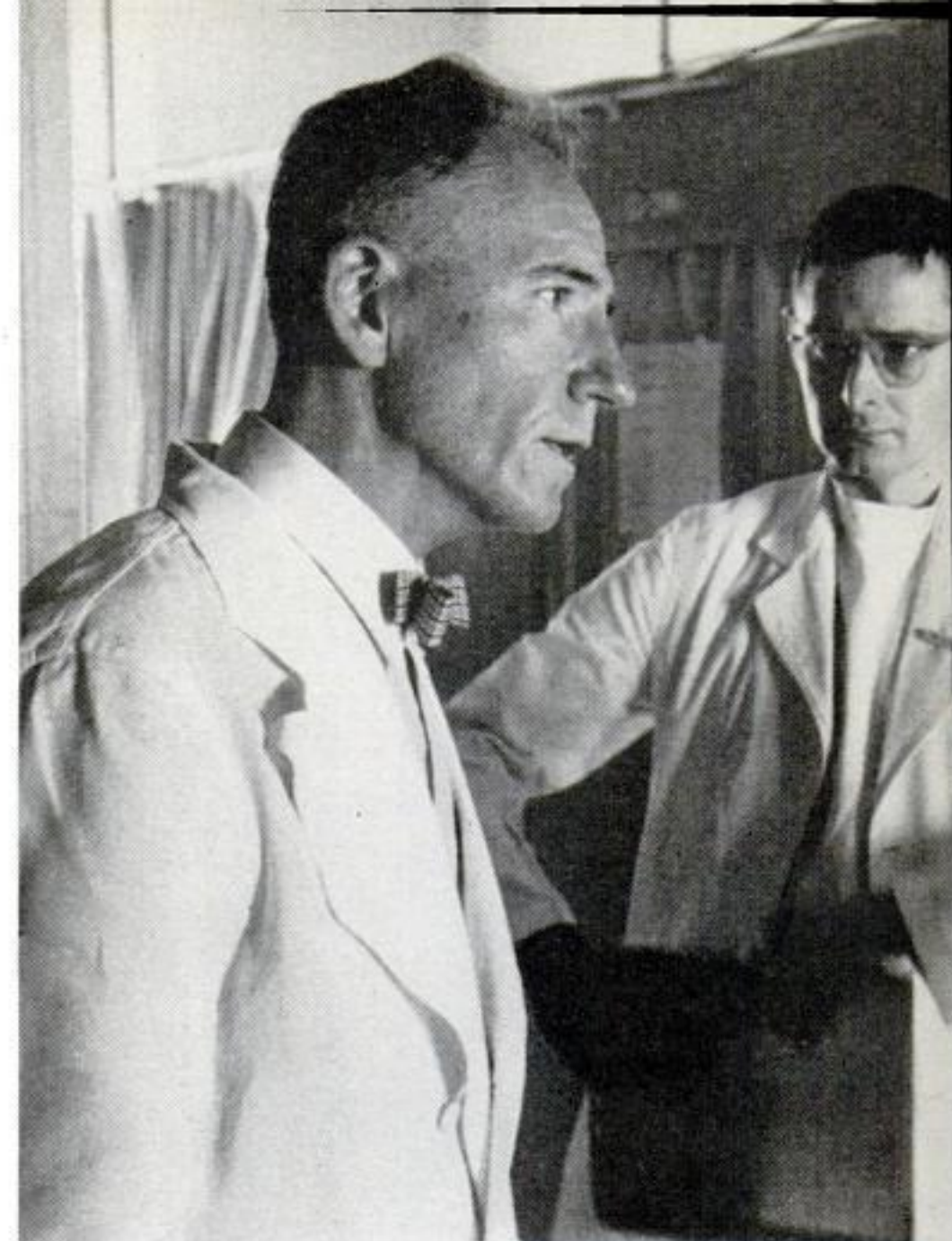
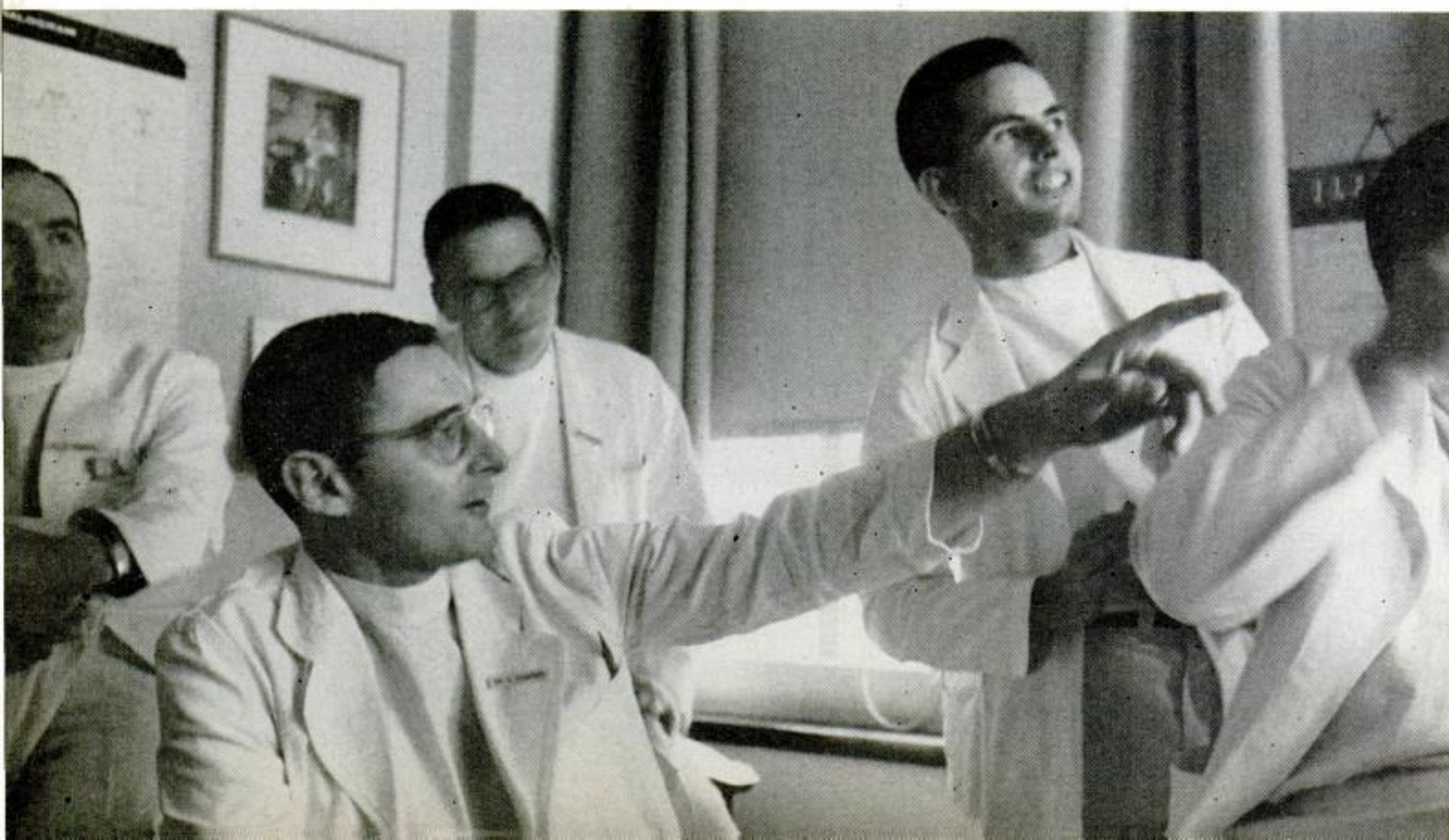
← **RUB FOR BACK** is given Dr. Johnson by Nurse Freda Schweitzer to ease his tense muscles during a three-hour colectomy (removing the colon) and ligation of inferior vena cava (tying off a major vein) which is still going on at 11:30 p.m.

MOMENT OF FATIGUE overtakes Johnson as he rubs his sleep-deprived eyes between operations. He is explaining peptic ulcer surgery to medical students: "You have to see patients, not just listen to lectures, to learn these things."



GETTING COUNSEL in "Grand Rounds" session, Johnson describes patient's case. Top medical center men comment. Students (*upper rows*) listen.

GIVING LESSON (*below*), he asks juniors what spot on X-ray is. At rear are residents Ames Filippone, Charles McSherry; student Richard Temple.



TELLING HUSBAND Carmelo Macca that his wife, Teresina, has just been struck by a grave emergency, medical center's Surgeon in Chief Dr. Frank

An emergency

As chief surgical resident, Dr. Johnson is kept busy in a dual role of student and teacher. As a student he learns from the medical center's crack staff of surgical professors, has his most difficult cases intensively reviewed by them in "Grand Rounds" (*left*). As a teacher he is leader of a team of three surgical residents, two internes (doctors just out of school) and four fourth-year medical school students. They occupy the levels he climbed through on his way up. With his team Johnson not only performs surgery but is in over-all charge of 35 patients. He diagnoses their cases before the operation, watches over them afterward.

All these roles merge when a complicated crisis overtakes a patient. What should have been an uneventful postoperative Saturday for Mrs. Teresina Macca, three days after her gall bladder was removed, suddenly turned into such a crisis. When she woke up from a nap shortly after 10 a.m., Mrs. Macca noticed that her feet felt numb, "like lumps of cheese." She could not move her toes. Shouting for help, she set into motion a day-long emergency action:

10:20 A.M.: Nurse Jeanne Dorie came to see what was wrong. Finding Mrs. Macca's feet alarmingly cold and pallid, she surmised the circulation must be blocked. She rushed to the 10th floor to get Johnson out of Grand Rounds.

10:35: Johnson with four of his team examined Mrs. Macca, found no pulses from the thighs down. Johnson decided her heart, which he already knew had a constricted valve from rheumatic fever, must have trapped some blood until it clotted. Parts of the clot had probably broken loose to clog her leg arteries. In danger, she needed surgery soon. Another clot breaking loose could kill her. Johnson rushed off to talk with heart surgeon Dr. George Holswade. Then he sent for the hospital's Surgeon in Chief Dr. Frank Glenn. Meanwhile he ordered her prepared for surgery and sent a nurse to the phone "to get the husband in here right away."

11:30: Mr. Macca arrived, by coincidence,



Glenn emphasizes that surgery needs to be performed quickly. Listening is Dr. Johnson, with Nurse Jeanne Dorie who had called the doctors.



GETTING READY for operation on Mrs. Macca, nurses rush with final supplies just before she is wheeled away to surgery. Nurse in foreground has

an infusion stand. Behind her comes Nurse Dorie with hospital gown to replace pajamas that will be cut off Mrs. Macca. A student nurse trails them.

that employs all of his learning and ability

for a visit, still unaware of his wife's crisis.

11:50: Dr. Glenn examined Mrs. Macca and approved the decision to operate. Outside her room the surgeons explained the facts to Mr. Macca. "If we don't get in there immediately," said Johnson, "she could lose her legs. The results of this operation are usually good, though not always. We may also operate on her heart at the same time—if we don't do that today, it will still have to be done in the near future."

12:10 P.M.: Nurse Dorie and other nurses were running down hall with supplies (*above*).

12:15: Mrs. Macca was wheeled into the preparation area next to the operating room. Waiting there was Dr. Holswade and a cardiologist. Holswade decided they should remove both leg clots simultaneously to save time.

1:00: Mrs. Macca was moved into surgery. Johnson and three of his team, Drs. Charles Pearce, Charles McSherry and Ralph Lewis, changed clothes, scrubbed hands for five minutes, were gowned and gloved by nurses.

1:10: Johnson and Dr. Pearce, Johnson's first assistant, each started to operate on one leg. First they injected local anesthetic. Then with scalpels they cut into thighs, clamping off small bleeding vessels.

1:40: Johnson found the right femoral artery and expected clot. Assisted by McSherry, he looped a suture around the artery above clot, then slit artery below clot. "Let it bleed, let it bleed, let it go some more," he directed McSherry, who loosened the suture. As blood spurted out, the clot came with it. Suture was then tightened. Johnson applied suction tube to artery, injected anticoagulant to insure all clot was out.

2:00: Dr. Pearce, assisted by Lewis, found clot in left leg, repeated Johnson's procedures.

3:00: Johnson and Pearce finished stitching up incisions. Dr. Holswade now asked Mrs. Macca, who had been conscious throughout, how she felt. She said her legs felt better. Johnson examined her feet for restored pulses,

said, "Move your toes. Can you feel this?"

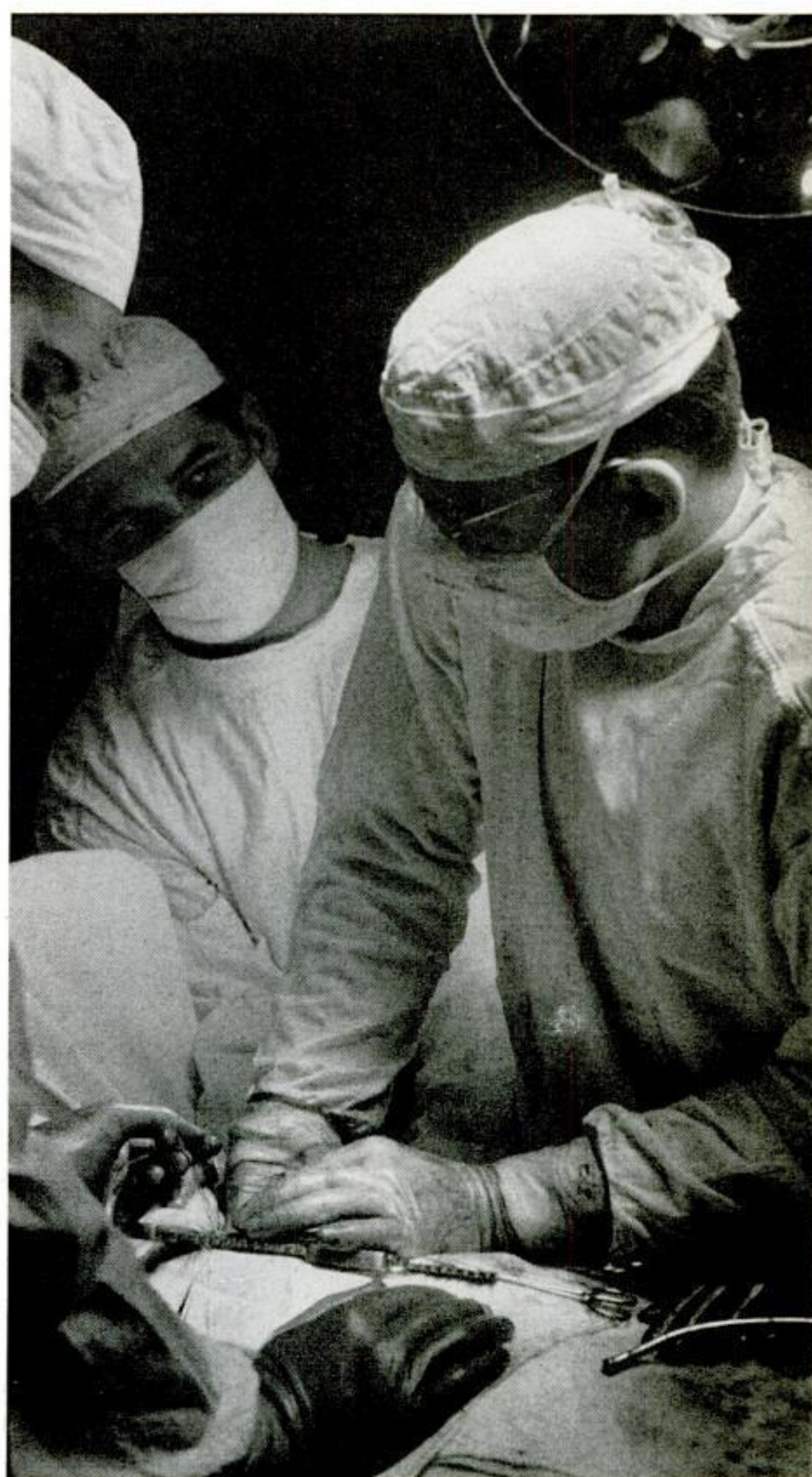
On the answers hung the question of whether there was still any danger her legs might have to be amputated. But Johnson could feel pulses and she could move her toes a little. Johnson and Holswade decided she was in shape for the heart repair. Two anesthesiologists started to give her general anesthesia.

3:30: Dr. Holswade began heart operation, with Johnson serving as his assistant. Cutting through chest tissues, they removed fourth rib, spread opening with a rib retractor to expose heart. Holswade sewed a "purse-string" suture onto the heart, made a hole through heart wall in the middle of the "purse-string." With his finger he felt the damaged, constricted valve, then allowed Johnson to check the valve too (*lower right*). They agreed there was no further clot in the heart, but valve was far too narrow—"a terrible valve," said Johnson.

4:05: Holswade was ready to widen the valve, which is done with the finger alone. Suddenly, as he widened it, the wall of the heart ripped. Blood began to pour out. Holswade covered the rip with another finger until Johnson could pull the purse string tight. Holswade called for McSherry to pump blood through tubes already inserted into veins in Mrs. Macca's arms, to keep the blood volume up. As Holswade repeated "Push the blood," he and Johnson sewed up the heart. Closing the incision, Holswade said, "I think we helped her. I got the valve opening four times wider."

5:05: The crisis past, Johnson peeled off his gloves, gown and mask, went downstairs to give Mr. Macca the good news. Johnson told him exactly what the results had been and said, "If we're lucky this is the end and she'll snap out of it now. But she has a hard road ahead getting well."

A week later Mrs. Macca was sitting up in bed smiling. "The doctors were wonderful," she said. She touched her legs. "I guess I'm really lucky to have these."



FINGERING HEART just before climax of Mrs. Macca's operation, Johnson sticks finger into hole cut in heart wall, feels valve that is to be widened.

Family's sacrifices for future

George Johnson's 100-hour weeks have kept his family from seeing him more than a few hours a week. "It's been much tougher on Marian than on me," says he of his 32-year-old wife. "The work keeps me interested despite the hours. But she spends her evenings alone." Nine years ago, when George and Marian were married, his father, who is a North Carolina gynecologist, sent them to Europe for a honeymoon with the accurate prophecy, "You'll

never be able to take six weeks off again."

Mrs. Johnson has never seen her husband operate. "I try to be patient," she says, "but his world seems unreal to me. If I complain, George tells me, 'What I'm learning may save someone's life.' Then I realize he's right." Soon, in private practice, Johnson will have more time for sleep and family. And his income should someday be at least that of the typical general surgeon—\$19,000 net a year.

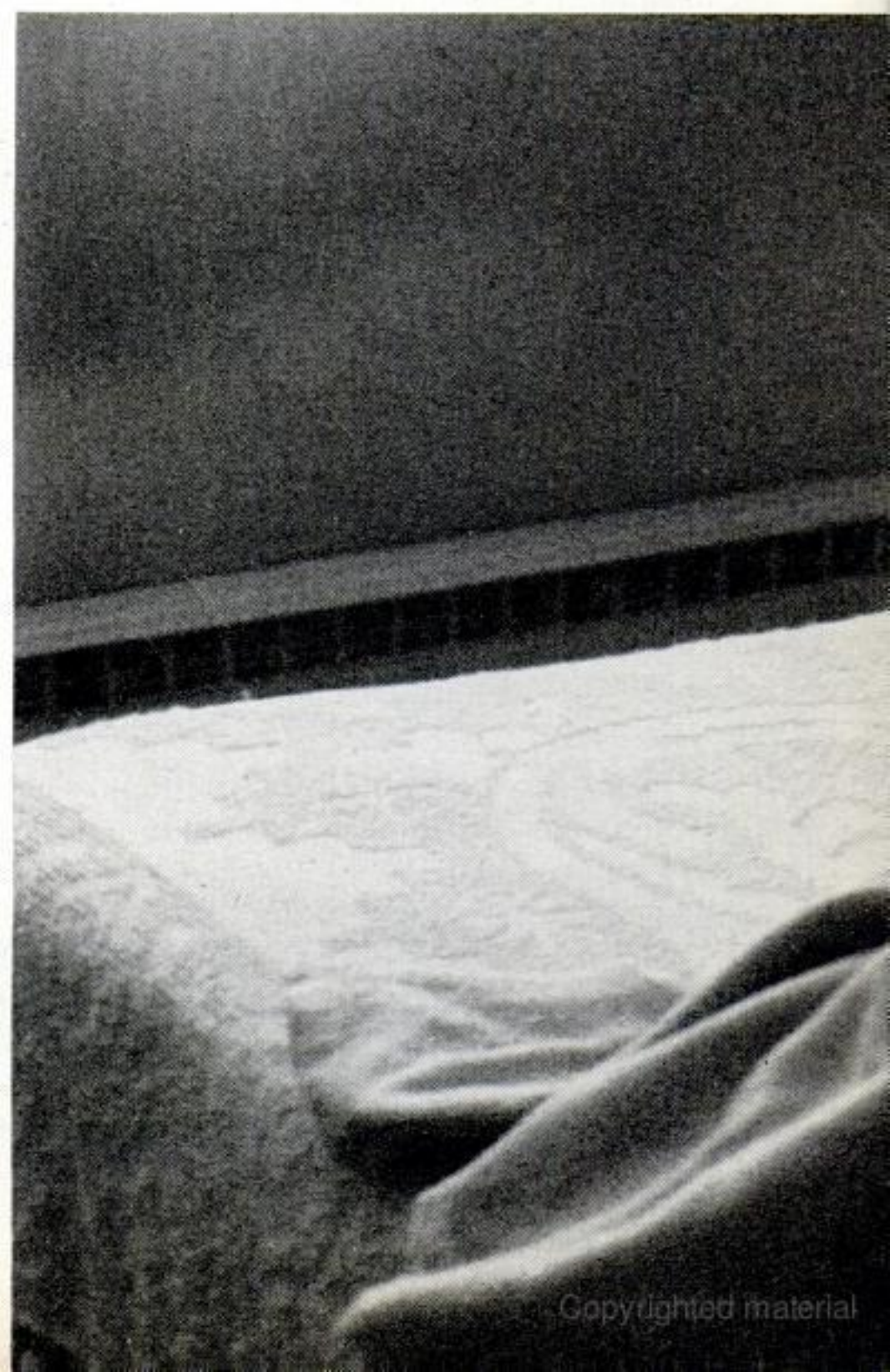


IN DADDY'S UNIFORM 3-year-old David Johnson plugs stethoscope in ears, playing "medicine." He solemnly intoned, "Hope's heart has stopped."

HOME FOR DINNER (below), Dr. Johnson looks in on sons David (left) and Will, 5, and daughter Hope, as his wife reads them *Winnie-The-Pooh*.



STUDYING TECHNIQUE for difficult new stomach operation called "the tunnel" which he was to perform for only the second time later that night,

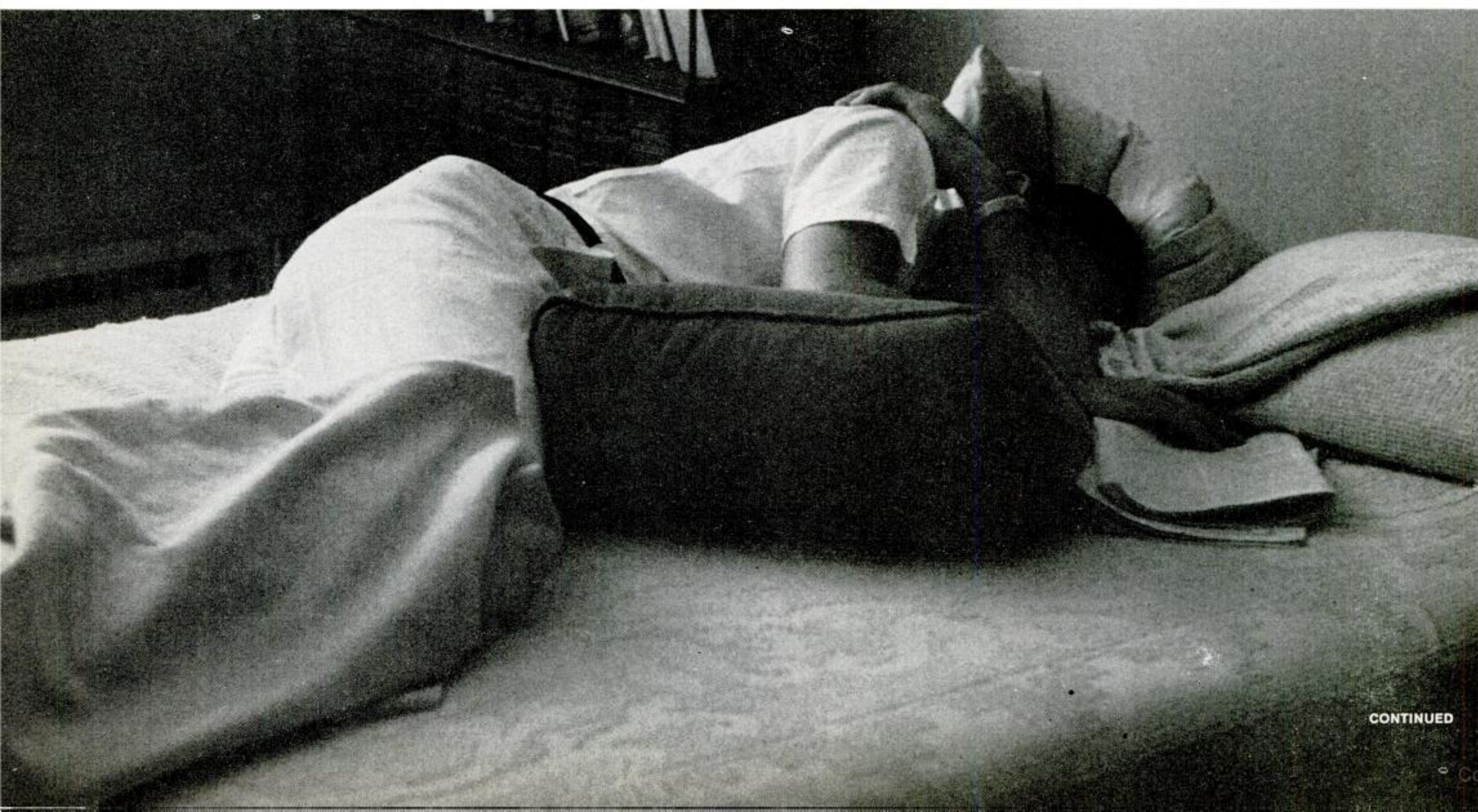




Johnson reviews notes during dinner hour, while 8-year-old Hope jumps on sofa. Since he is home so little, he does not mind the distraction of her antics.

CATCHING A CAT NAP (*below*) on a Saturday afternoon when he is able to take a few hours off. Johnson sprawls on bed with a medical journal.

After missing normal sleep for 11 years, he goes to sleep instantly when he gets the chance. He had read only few words of journal before dropping off.



CONTINUED



PERSONAL APPROACH, Johnson has learned, is as important to a surgeon as to any other good doctor. Every patient is a different bundle of personal problems. Here he soothes a worry as he tells Mrs. Gisella Takacs she does not have lung cancer, will not require surgery. When she pleads, "Don't forget me," he promises, "I won't. I'll be back." Johnson says, "Two things prevent me from getting very close to patients. I don't have enough time. And I have to keep my eye on

what's really best for them. I couldn't keep my eye objective if I got *too* sympathetic." Yet time and again he finds himself at patients' bedsides, applying a reassuring hand, building up their courage to face the ordeal of surgery and its aftereffects. "He pretends to be stern, but we know he isn't," said one patient. "He talks to us like a father. After my operation I was feeling depressed. But he kidded me and said I was a 'tough old bird.' That made me feel good."

IN NEXT WEEK'S ISSUE

WHY IT COSTS SO MUCH TO BE SICK

The most versatile musical instrument ever offered for less than \$1000

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De Kalb, Illinois

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You'll know a new kind of family pleasure, for here is *complete* musical satisfaction. A wealth of organ, orchestral and percussion effects are at your fingertips as you create thousands of tone combinations.

Balanced twin high-fidelity speakers in combination with the most advanced electronic design bring you music with a warmth and richness usually found only in large and very expensive organs.

Created by the makers of the "Mighty Wurlitzer," the Model 4100 is musically designed to please the beginner as well as the accomplished musician.

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Never before so complete a home organ

- "Percussion by Wurlitzer" for special effects on both keyboards, individually or together. Chimes, Hawaiian guitar, marimba, harp, celeste, others
- 39 Automatic Tone Controls offer a limitless combination of instrumental effects including trombone, flute, trumpet, strings, oboe and other orchestral and organ voices; full array of couplers
- Two 12-inch high-fidelity speakers faithfully reproduce rich organ tones
- New electronic oscillation engineering creates "big organ sound"
- Two 44-note keyboards, with 13-note pedalboard, wide variety of styles and finishes
- Inclined overhanging keys placed in traditional organ manner

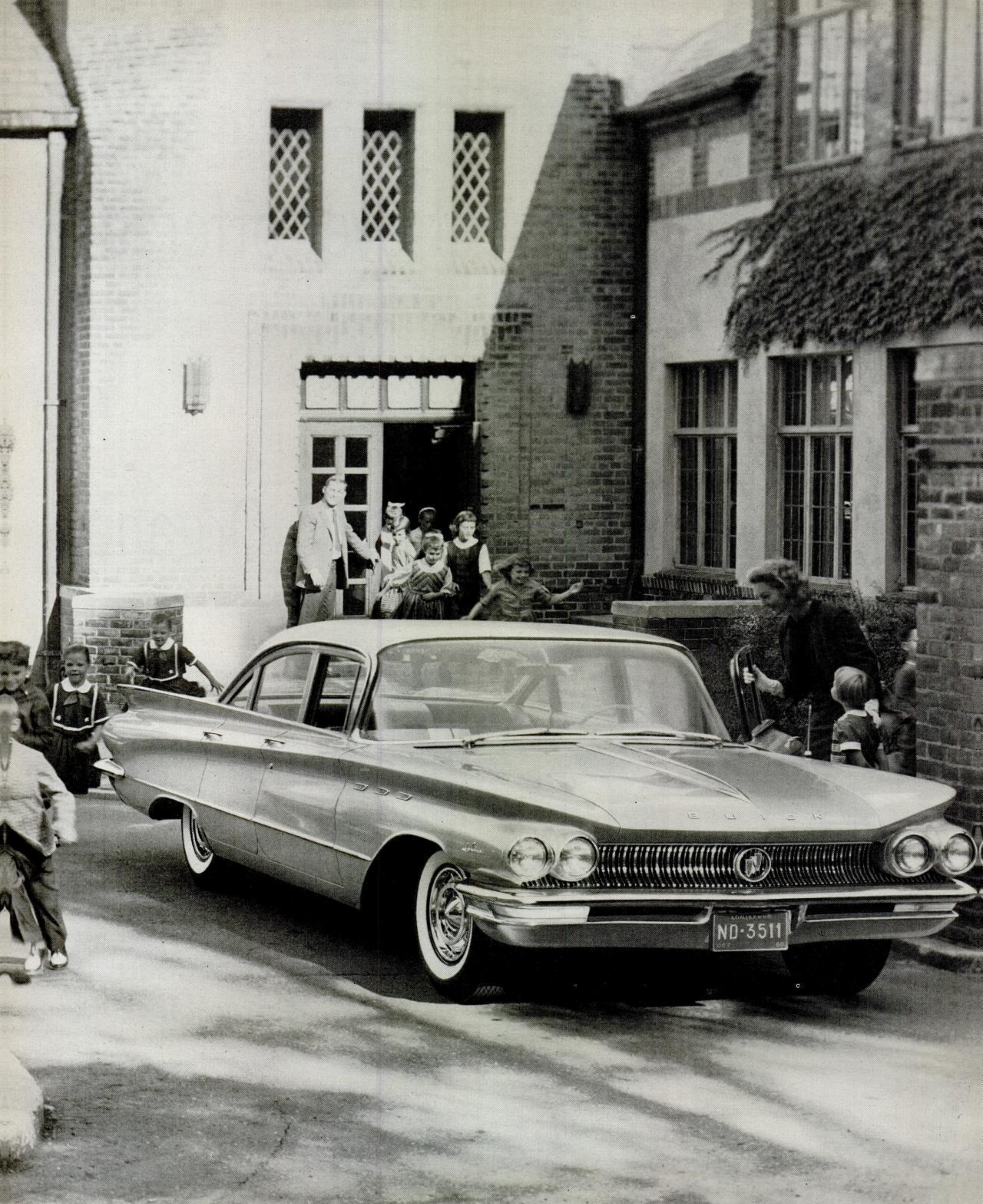
WURLITZER, L-1026 DeKalb, Illinois

Gentlemen: Please send me complete information on the Wurlitzer Model 4100 Electronic Organ and the name of the Wurlitzer Dealer nearest me.

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THE LOWEST-PRICED BUICK. (Today's version of the Buick Special.) On a wheelbase of 123 inches, the LeSabre is a solid, sizable car. Four-door sedan weight is about 4,250 pounds . . . all muscle and comfort. Seven models in all. Every one a Buick in its brakes, engines, ride, quality. Turbine

Drive Transmission, optional at modest extra cost, available with three new Wildcat V-8 LeSabre Engines: *Standard*—for most miles per gallon and spirited performance, too . . . *Economy*—for maximum miles per gasoline dollar because it operates on regular grade fuel . . . *Performance**—for even livelier response and exceptional passing ability at all speeds.

*Optional at extra cost on LeSabre.

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The Birth of

Violence and whims

by JAMES A. MICHENER

The following article forms the opening section of a big, new novel, Hawaii, by the author of Tales of the South Pacific, Sayonara and The Bridges at Toko-ri. It will be published next month by Random House and is a current selection of the Reader's Digest Condensed Book Club. The Mirisch Company, an independent producing firm, has purchased the movie rights to it for a record \$600,000.

MILLIONS upon millions of years ago, when the continents were already formed and the principal features of the earth had been decided, there existed, then as now, one aspect of the world that dwarfed all others. It was a mighty ocean, resting uneasily to the east of the largest continent, a restless, ever-changing, gigantic body of water that would later be described as pacific.

Over its brooding surface immense winds swept back and forth, whipping the waters into towering waves that crashed down upon the seacoasts, tearing away rocks and eroding the land. Agitated by the moon, great tides ripped across this tremendous ocean, keeping it in a state of torment. Since no great amounts of sand had yet been built, the waters where they reached shore were universally dark, black as night and fearful.

Scores of millions of years before man had risen from the shores of



Hawaii

of nature over millions of years built a paradise

the ocean to perceive its grandeur and to venture forth upon its turbulent waves, this eternal sea existed, larger than any other of the earth's features, vaster than the sister oceans combined, wild, terrifying in its immensity and imperative in its universal role.

The central areas of this tremendous ocean were empty, and where famous islands now exist, nothing rose above the rolling waves. Of course, crude forms of life sometimes moved through the deep, but for the most part the central ocean was marked only by enormous waves that arose at the command of moon and wind. Dark, dark, they swept the surface of the empty sea, falling only upon themselves, terrible and puissant and lonely.

Then one day, at the bottom of the deep ocean, along a line running 2,000 miles from northwest to southeast, a rupture appeared in the basalt rock that formed the ocean's bed. Some great fracture of the

Turbulent waves arise at the command of moon and wind to surge across a dark and empty sea in the distant years before the islands were formed

earth's basic structure had occurred, and from it began to ooze a white-hot, liquid rock. As it escaped from its internal prison, it came into contact with the ocean's wet and heavy body. Instantly the rock exploded, sending aloft through the thousands of feet of ocean that pressed down upon it columns of released steam.

UPWARD, upward, for nearly four miles they climbed, those agitated bubbles of air, until at last upon the surface of the sea they broke loose and formed a cloud. In that instant the ocean signaled that a new island was building.

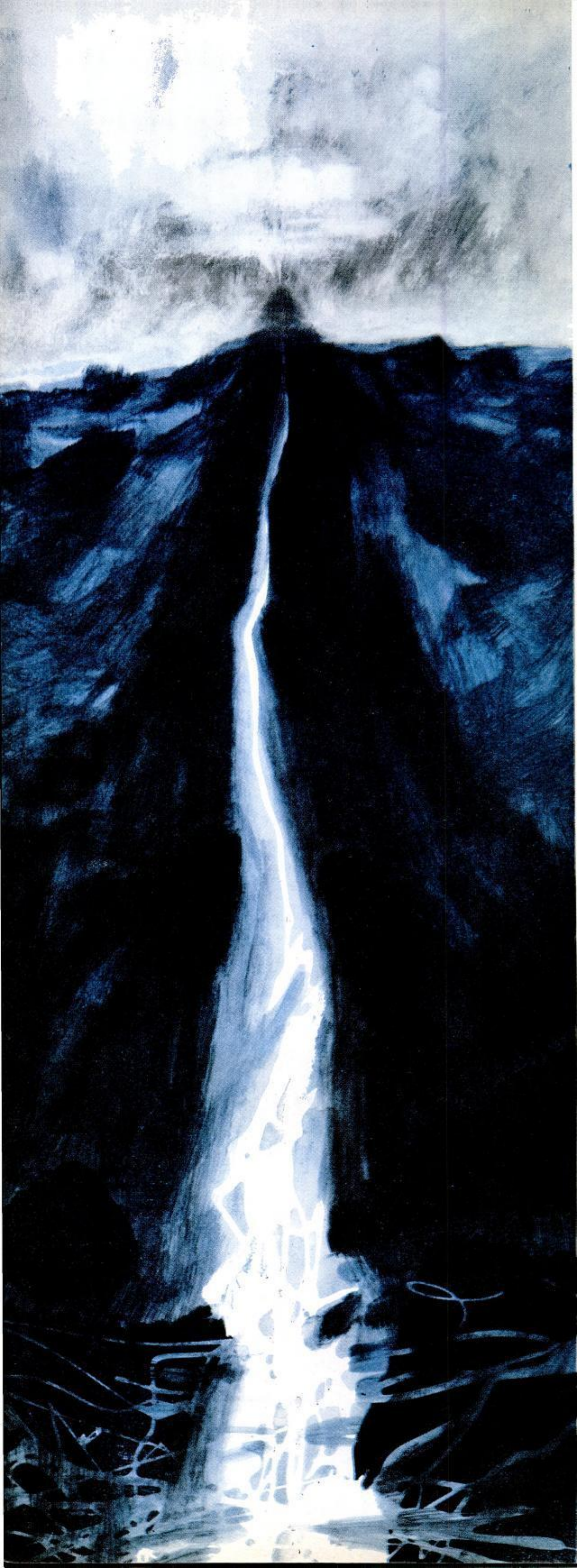
For nearly 40 million years, an extent of time so vast that it is meaningless, only the ocean knew that an island was building in its bosom, for no land had yet appeared above the surface of the sea. For

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HAWAII CONTINUED

nearly 40 million years, from that extensive rupture in the ocean floor small amounts of liquid rock seeped out, each forcing its way up through what had escaped before, each contributing some small portion to the accumulation that was building on the floor of the sea. Sometimes a thousand years, or 10,000, would silently pass before any new eruption of material would take place. At other times gigantic pressures would accumulate beneath the rupture and with unimaginable violence rush through the existing apertures, throwing clouds of steam miles above the surface of the ocean. Such an explosion, indescribable in its fury, might in the end raise the height of the subocean island a foot.

But for the most part the slow, constant seepage of molten rock was not violently dramatic. Layer upon layer of the earth's vital core would creep out, hiss horribly at the cold sea water, and then slide down the sides of the little mountains that were forming. Building was most sure when the liquid rock did not explode into minute ashy fragments but cascaded viscously down the sides of the mountains, for this bound together what had gone before and established a base for what was to come.

For nearly 40 million years the first island struggled in the bosom of the sea, endeavoring to be born as observable land. For nearly 40 million submerged years its subterranean volcano hissed and coughed and belched and spewed forth rock, but it remained nevertheless hidden beneath the dark waters of the restless sea.

And then one day, at the northwest end of the subocean rupture, an eruption of liquid rock occurred that was different from any others that had preceded. It threw forth the same kind of rock with the same violence and through the same vents in the earth's core. But this time what was thrown forth reached the surface of the sea. There was a tremendous explosion as the liquid rock struck water and air together. Clouds of steam rose miles into the air. Ash fell hissing upon the heaving waves. Detonations shattered the air for a moment and then echoed away in the immensity of the empty wastes.

But rock had at last been deposited above the surface of the sea. The 40 million years of effort were crowned by the emergence of a pile of rocks. In the long history of the ocean many such piles had momentarily broken the surface and then subsided, forbidden and forgotten. The only thing significant about the initial appearance of this first island along the slanting crack was the fact that it held on and grew.

The chance emergence of the island was nothing. But its persistence and patient accumulation of stature were everything. Only by relentless effort did it establish its right to exist.

For the first 10,000 years after its tentative emergence, the little pile of rock in the dead, vast center of the sea fluctuated between life and death. Sometimes molten lava would rise through the internal channels and erupt from a vent only a few inches above the waves. Tons upon tons of material would gush forth and hiss madly as it fell back into the ocean. Some, fortunately, would cling to the newborn island, building it sturdily many feet into the air, and in that time it might seem as if the island were indeed secure.

Then from the south, where storms breed, a mighty wave would form and rush across the world. Its coming would be visible from afar, and in gigantic, tumbling, screaming power it would fall upon the little accumulation of rocks and pass on.

For the next 10,000 years there would be no visible island, yet under the waves, always ready to spring back to life, there would rest this huge mountain tip rising from the floor of the ocean, and when a new series of volcanic thrusts tore through the vents, the mountain would patiently build itself aloft for another try. Exploding, hissing and spewing forth ash, the great mountain would writhe in convulsions. It would pierce the waves. Its island would be born again.

This was the restless surge of the universe, the violence of birth, the cold tearing away of death; and yet how promising was this interplay of forces as an island struggled to be born, vanishing in agony, then soaring aloft in triumph.

CONTINUED

The white-hot liquid rock finally bursts up through the steaming surface of the sea



Henry Clay places an order with James Crow

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For a million years the island hung in this precarious balance, a child of violence; but finally, after incredibly patient accumulation, it was established. Now each new lava flow had a solid base upon which to build, and inch by inch the debris agglutinated until the island could be seen by birds from long distances. It was indeed land, habitable had there been existing men, with shelters for boats, had there been boats, and with rocks that could have been used for building homes and temples. It was now, in the real sense of the word, an island, taking its rightful place in the center of this great ocean.

Before life could prosper on this island, soil was needed, and as yet none existed. When molten lava burst upon the air, it sometimes exploded into ash, but more often it ran as a fluid down the sides of mountains, constructing extensive sheets of flat rock. In either case, the action of wind and rain and cooling nights began to pulverize the newly born lava, decomposing it into soil. When enough had accumulated, the island was ready.

The first living forms to arrive were inconspicuous, indeed almost invisible, lichens and low types of moss. They were borne by the sea and by winds that howled back and forth across the oceans. With a tenacity equal to that of the island itself these fragments of life established themselves, and as they grew they broke down more rocks and built more soil.

At this time there existed, on the distant continents visited by the ocean, a well-established plant and animal society composed of trees and lumbering animals and insects. Some of these forms were already well adapted for life on the new island but were prevented from taking residence by 2,000 miles of open ocean.

The first sentient animals to reach the island were of course fish, for they permeated the ocean, coming and going as they wished. But they could not be said to be a part of the island. The first nonoceanic animal to visit was a bird. It came, probably, from the north on an exploratory mission. It landed on the still-warm rocks, found nothing edible, and flew on, perhaps to perish in the southern seas.

The years passed. The sun swept through its majestic cycles. The moon waxed and waned, and tides rushed back and forth across the surface of the world. Ice crept out from the Poles, and for 10,000 years covered much of the islands, its weight and power breaking down rocks and forming earth.

The years passed and then one day another bird arrived on the island, also seeking food. This time it found a few dead fish along the shore. It emptied its bowels on the waiting earth and evacuated a tiny seed which it had eaten on some remote island. The seed germinated and grew. Thus, after the passage of eons of time, growing life had established itself on the rocky island.

Thousands of years later a second bit of life arrived, a female insect, fertilized on some distant island on the night before a tremendous storm. Caught up in the vast winds from the south, she was borne aloft to the height of 10,000 feet and driven northward for more than 2,000 miles to be dropped at last upon this new and remote island, where she gave birth. Insects had arrived.

The years passed. Once every 20,000 or 30,000 years—a period longer than that of historic man—some one bit of life would reach the island by accident; and by accident it would establish itself. In this hit-or-miss way, over a period of time that the mind can barely digest, life populated the island.

One of the most significant days in the history of the island came when a bird staggered in from some land far to the southwest, bearing in its tangled feathers the seed of a tree. Perched upon a rock, the bird pecked at the seed until it fell away, and in the course of time a tree grew. Thousands of years passed, and by some accident equally absurd, another tree arrived, and after a million years of chances, after five million years of storms and birds and drifting sea-soaked logs bearing snails and borers, the island had a forest with flowers and birds and insects.

The shores of this island, weathered by the sea, were stupendous cliffs that caught the evening sun and glowed like serrated pillars of gold. The mountains were tall and jagged, their lower levels clothed in dark green trees, their upper pinnacles shod in ice, while

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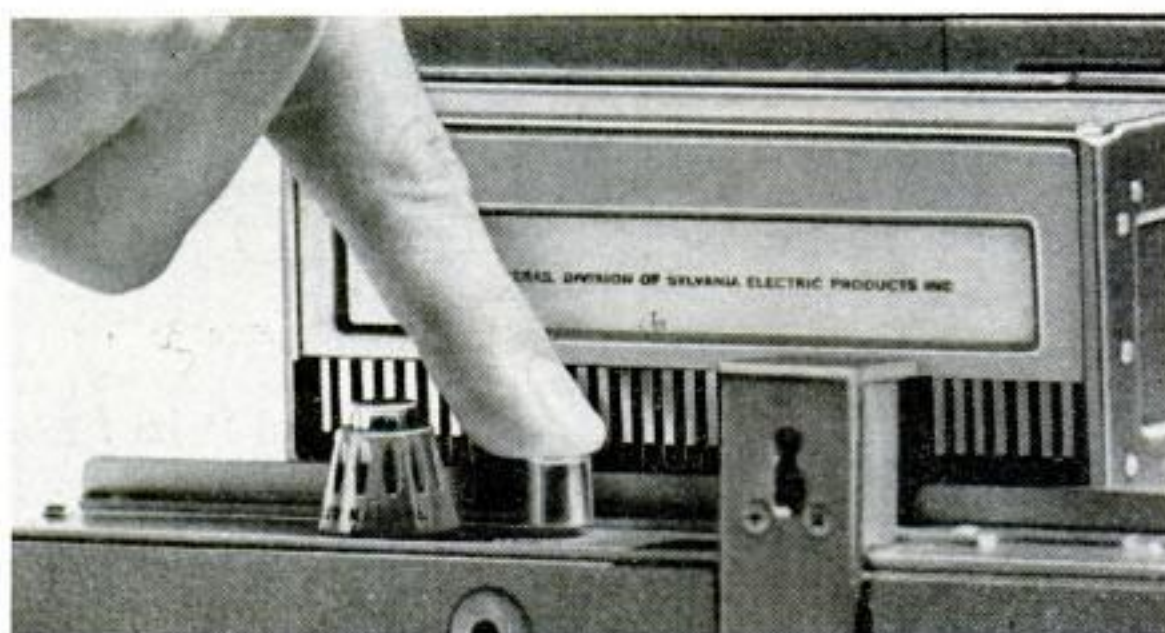
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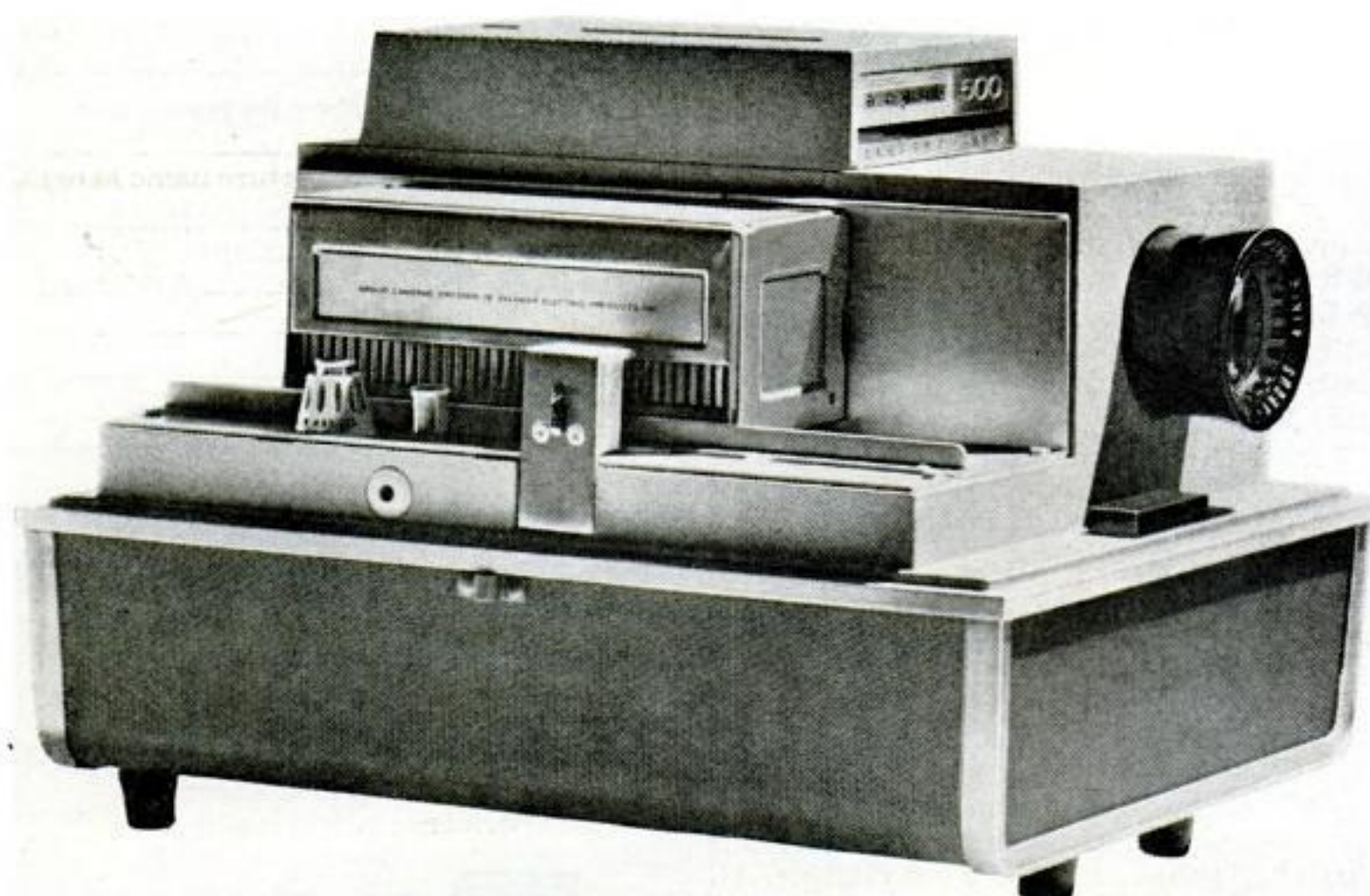
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HAWAII CONTINUED

the calm bays in which the grandeur of the mountains was reflected were deeply cut into the shore. Valleys and sweet plains, waterfalls and rivers, glades where lovers would have walked and confluences where towns could have been built—the lovely island had all these accouterments, these alluring invitations to civilization.

But no man ever saw them, and the tempting glades entertained no lovers, for the island had risen to its beauty long, long before the age of man; and at the moment of its greatest perfection it began to die. In violence it had been born; in violence it would die.

There was a sudden shudder of the earth, a slipping and a sliding, and when the readjustment was ended, covering a period of thousands of years, the island had sunk some 1,200 feet lower into the ocean, and ice nevermore formed upon its crests. The volcanoes stopped, and no new lava poured forth to create new soil to



Carried in the feathers of a far-ranging bird, seeds bring tree life to the island

replace that which had sunk into the sea. For a million years winds blew at the hills, the ocean gnawed away at the ramparts. Year by year the island withered and grew less. It began to shred away, to shatter and to fall back into the ocean from which it had sprung.

A million years passed, and then a million more, and the island which had grown so patiently at the northwest tip of the great crack in the ocean floor slowly, slowly vanished. The birds that had fed upon its hills went elsewhere, bearing in their bowels new seeds. From its shore, fertilized insects were storm-blown to other islands, and life went on.

But as the island subsided, a different form of life sprang into increased activity. In the warm, clear, nutritious waters that surrounded the shores, coral polyps began to flourish, and slowly they left behind them as they died their tiny calciferous skeletons, a few feet below the surface of the sea. In a thousand years they built a submerged ring around the island. In a thousand more they added to its form, and as the eons passed, these tiny coral animals built a reef.

Ice melted in the north, and the coral animals were drowned in the unexpected water. Torrents of rain poured down from island hills and silted up the shoreline, strangling the tiny coral. Or new ice caps formed to the north and south, pulling water away from

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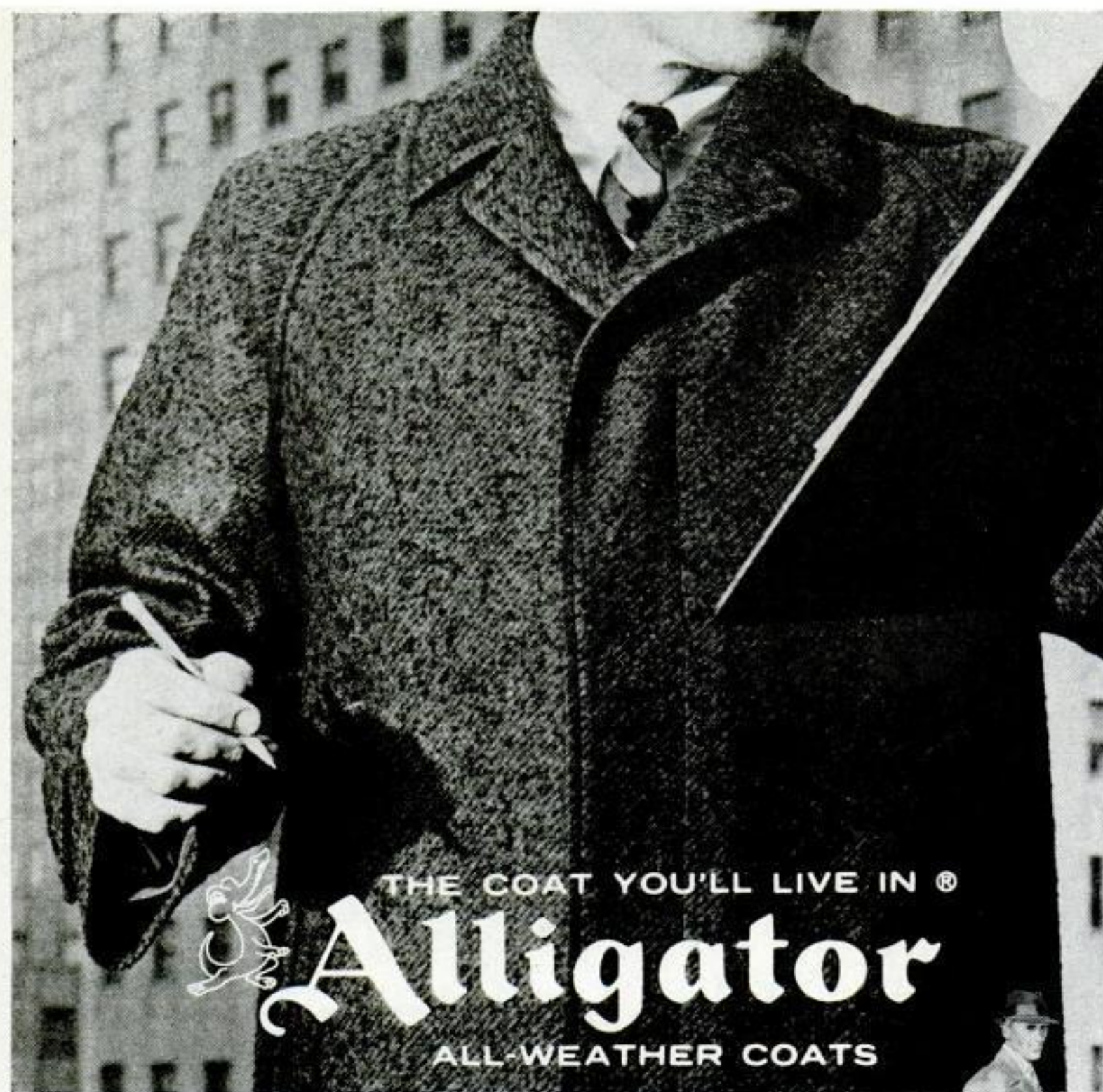
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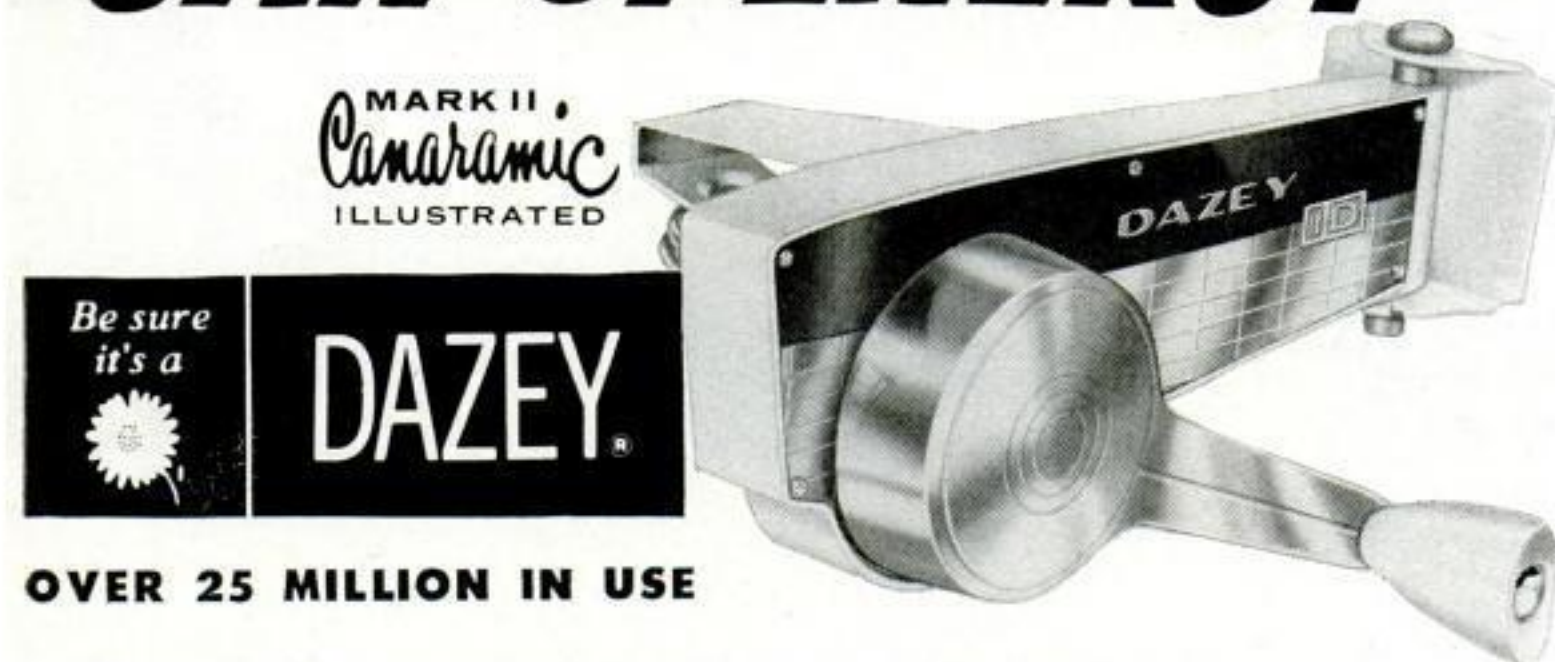
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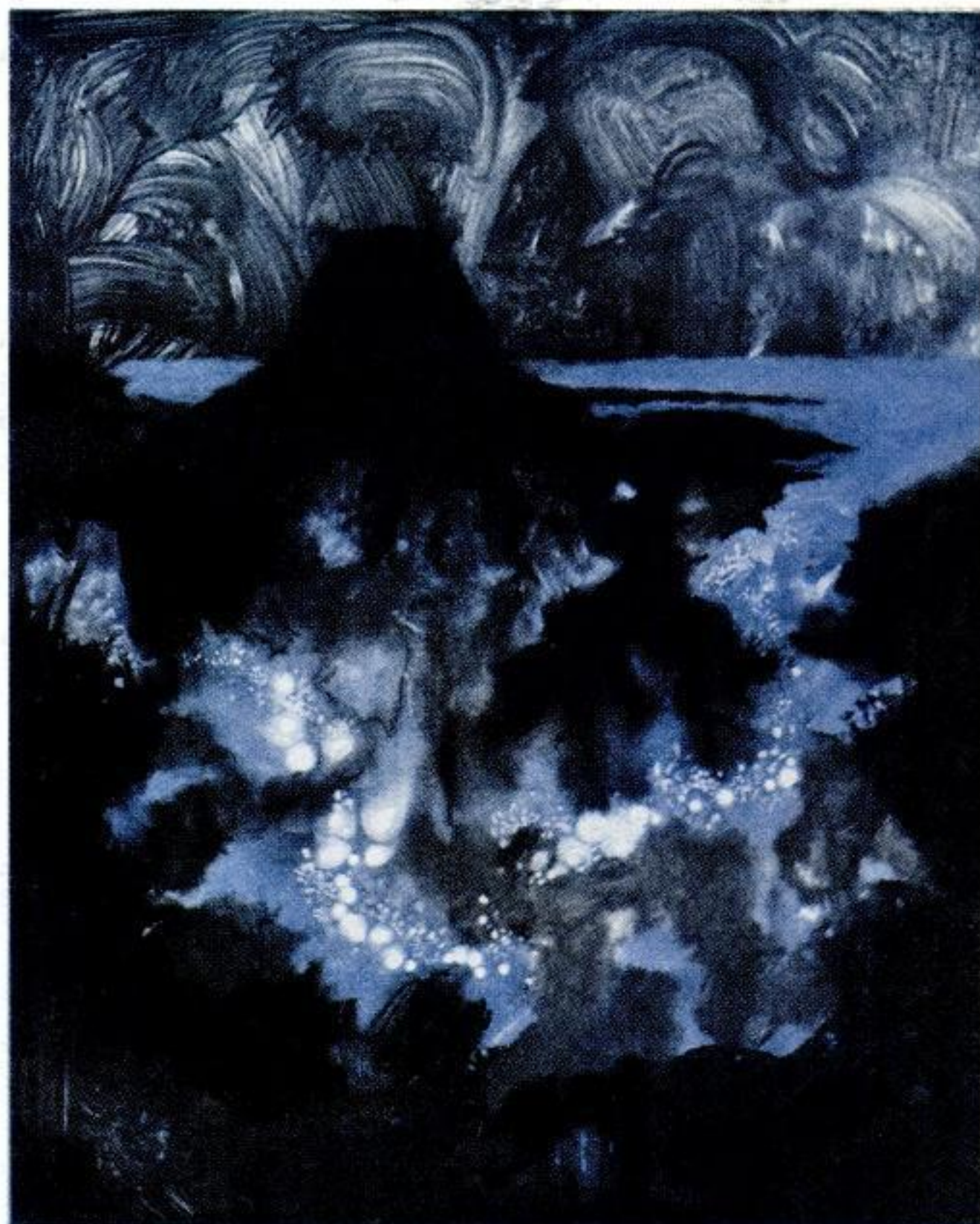
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HAWAII CONTINUED

the dying island. Then the coral were exposed and died at once.

Always, like everything on this island throughout its entire history, the coral lived precariously, poised between catastrophes. But in the breathing space allowed them, the coral built. And so it was that these tiny animals built a new island as the old gradually wore away and sank into the sea.

While this first island was rising to prominence and dying back to nothingness, other would-be islands, stretching away to the southeast, were also struggling to attain brief existence followed by certain death. Some started their cycle within the same million



Coral polyps flourishing in the warm waters begin the age-long creation of a reef

years as did the first. Others lagged. The latest would not puncture the surface of the sea until the first was well into its death throes, so that at any moment from the time the first island began to die, man, had he then existed, could have witnessed in this 2,000-mile chain of islands every sequential step in the process of life and death. Like an undulating wave of the sea itself, the rocky islands rose and fell; but whereas the cycle of an ocean wave is likely to be a few minutes at the most, the cycle of the rising and falling of these islands was of the nature of 60 million years.

Toward the end of the master cycle, when the western islands were dying and the eastern were abuilding, a new volcano pushed its cone above the surface of the ocean, and in a series of titanic explosions erupted enough molten rock to establish securely a new island, which after eons of time would be designated by men as the capital island of the group. Its subsequent volcanic history was memorable in that its habitable land resulted from the wedding of two separate chains of volcanoes.

After the parent volcano had succeeded in establishing an island, its mighty flanks produced many subsidiary vents through which lava poured; whereupon a greater volcano, separated from the first by miles of ocean, sprang into being and erected its own majestic construction.

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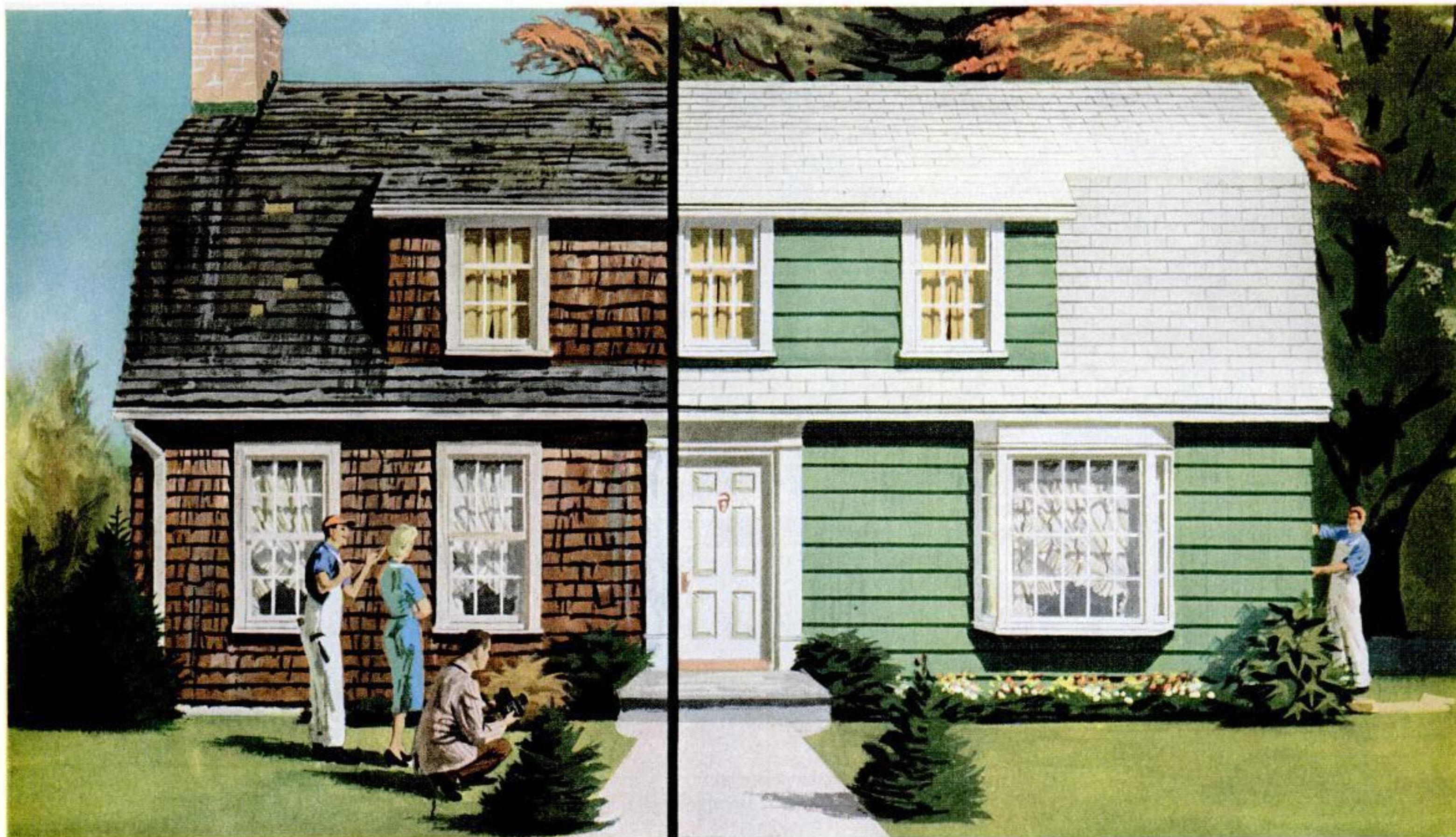
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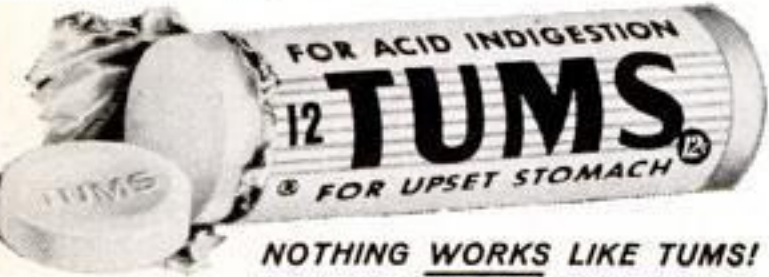


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HAWAII CONTINUED

For eons of time the two massive volcano systems stood in the sea in fiery competition, and then, inevitably, the first began to die back, its fires extinguished, while the second continued to pour millions of tons of lava down its own steep flanks. Hissing, exploding, crackling, the rocks fell into the sea in boundless accumulations, building the later volcano ever more solidly, ever more thickly at its base on the remote floor of the ocean.

In time, sinking lava from the second master builder began to creep across the feet of the first, and then to climb its sides and finally to throw itself across the exposed lava flows that had constituted the earlier island. Now the void in the sea that had separated the two was filled, and they became one. Locked in fiery arms, joined by intertwined outpourings of molten rock, the two volcanoes stood in matrimony, their union a single fruitful and growing island.

Its soil was later made from dozens of smaller volcanoes that erupted for a few hundred thousand years, then passed into death and silence. One exploded in dazzling glory and left a crater looking like a punch bowl. Another, at the very edge of the island,



Locked in fiery arms, the two volcanoes form a single fruitful and growing island

from where it could control the sea approaches, left as its memory a gaunt headland shaped like a diamond.

When the polar ice came and went, causing the great ocean to rise, when the island itself sank slowly and then rebuilt with new lava—when these titanic convolutions were in progress, the south shore of the island was alternately exposed to sunlight or buried fathoms deep in ocean. When the first condition prevailed, the exposed shore was cut by mountain streams which threw their debris across the plain, depositing there claylike soils and minute fragments of lava. Sometimes the sea would wash in bits of animal calcium, or a thundering storm would rip away a cliff face and throw its remnants over the shore. Bit by bit, over a hundred thousand years at a time, the shore accumulated its debris.

Then, when next the ocean rose, it would press down heavily upon this shelving land, which would lie for ages, submerged under tons of dark green water. But while the great brutal ocean thus pressed down hydraulically, it at the same time acted as a life-giving agent, for through its shimmering waves filtered silt and dead bodies and water-logged fragments of trees and sand. All these things, the gifts both of land and sea, the immense weight of ocean would compact together until they united to form rock.

Cataclysmically the island would rise from the sea to collect new fragments washed down from the hills, then sink beneath the waves to accumulate new deposits of life-building slime. But whenever the monstrous ocean would beat down heavily upon the shore for 10,000 years at a time, new rock was formed, an

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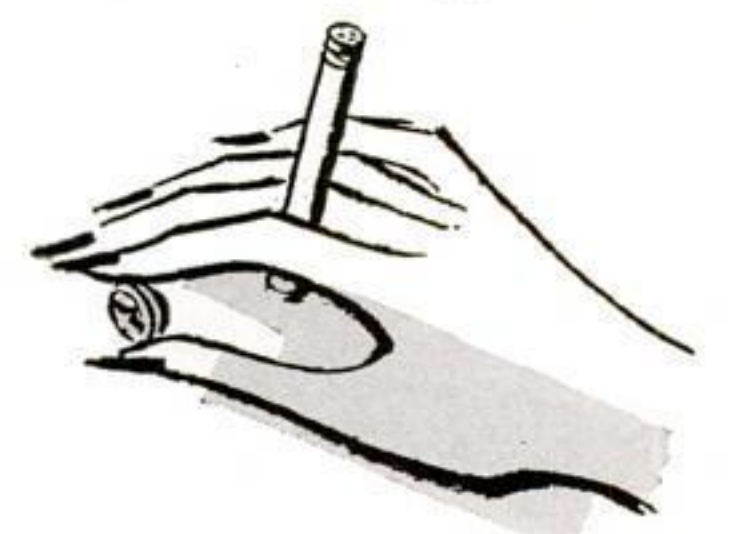
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*A trademark for Smith Brothers medicated mouth and throat fresheners.

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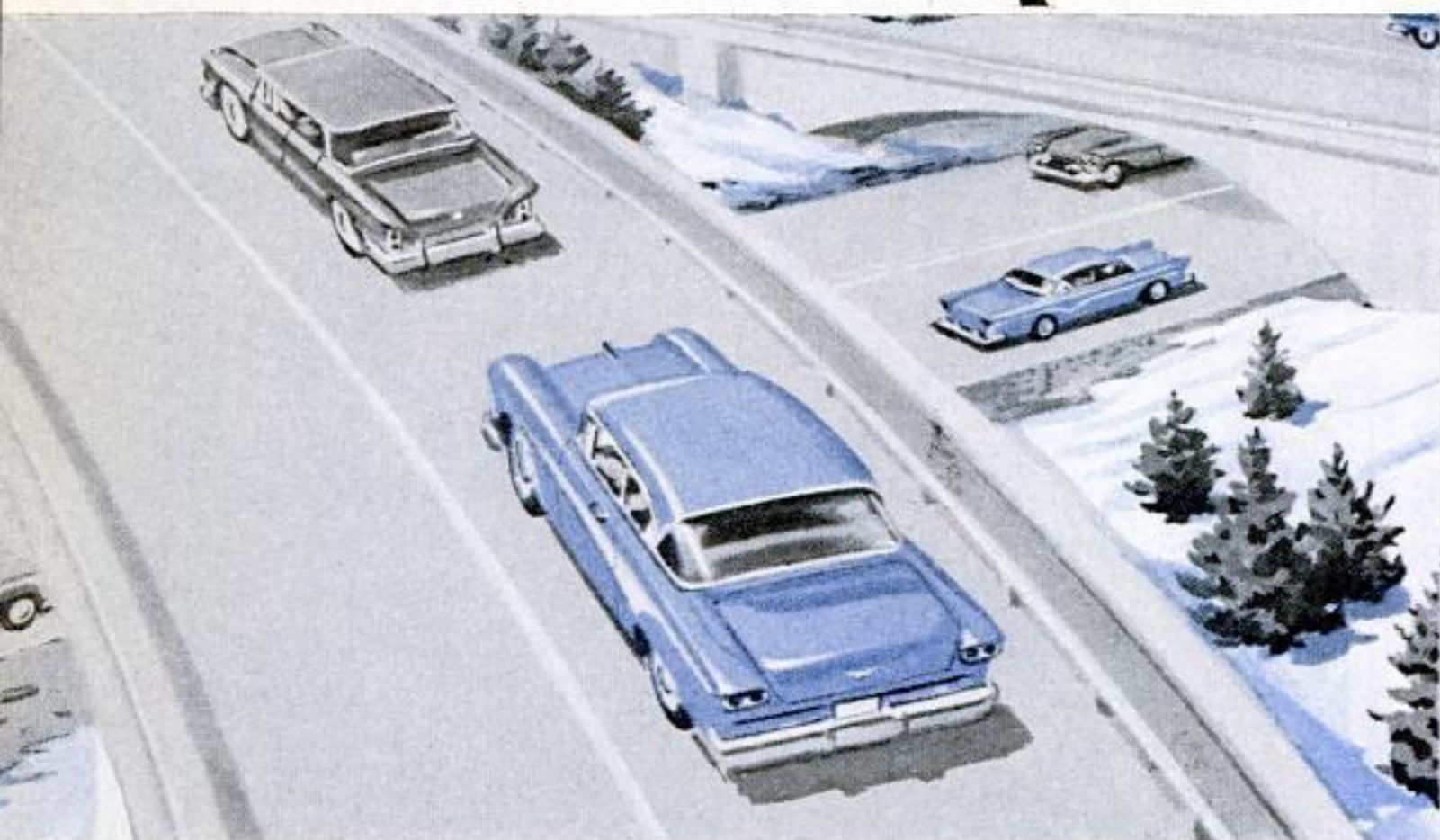
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HAWAII CONTINUED

impermeable shield that sloped down from the lower foothills and extended well out to sea. It was a cap rock, imprisoning in a gigantic underground reservoir all that lay beneath it.

What lay trapped below, of course, was water. Secretly, far beneath the visible surface of the island, imprisoned by this watertight cap of rock, lay the purest, sweetest, most copious water in all the lands that bordered upon or existed in the great ocean. It lay there under vast pressure, so that it was not only available, should a man deduce its secret hiding, but it was ready to leap forth 20 or 30 or 40 feet into the air, and engulf with life-giving sweetness any man who could penetrate the imprisoning rock and set it free. It waited, an almost inexhaustible supply of water to sustain life, a universe of water hidden beneath the cap rock.

The adventurous plants and insects that had reached the earliest northwest island had plenty of time in which to make their way to the newer lands as the latter rose to life. It might take a million years for a given grass to complete its journey down the chain. But there was no hurry. Slowly, with a patience that is difficult to comprehend, trees and vines and crawling things crept down the islands, while in other parts of the world a new and more powerful animal was rising and preparing himself for his invasion of the islands.

Before the two-volcanoed island with its trapped treasure of water had finished growing, man had developed in distant areas. Before the last island had assumed its dominant shape, men had erected in Egypt both mighty monuments and a stable form of government. Men could already write and record their memories.

While volcanoes still played along the chain, China developed a sophisticated system of thought, and Japan codified art principles that would later enrich the world. While the islands were taking their final form, Jesus spoke in Jerusalem, and Mohammed came from the blazing deserts with a new vision of heaven, but no men knew the heaven that awaited them on these islands.

For these lands were the youngest part of the earth's vast visible surface. They were new. They were raw. They were empty. They were waiting. Books which we still read today were written before these islands were known to anyone except the birds of passage.

Raw, empty, youthful islands, sleeping in the sun and whipped by rain, they waited.

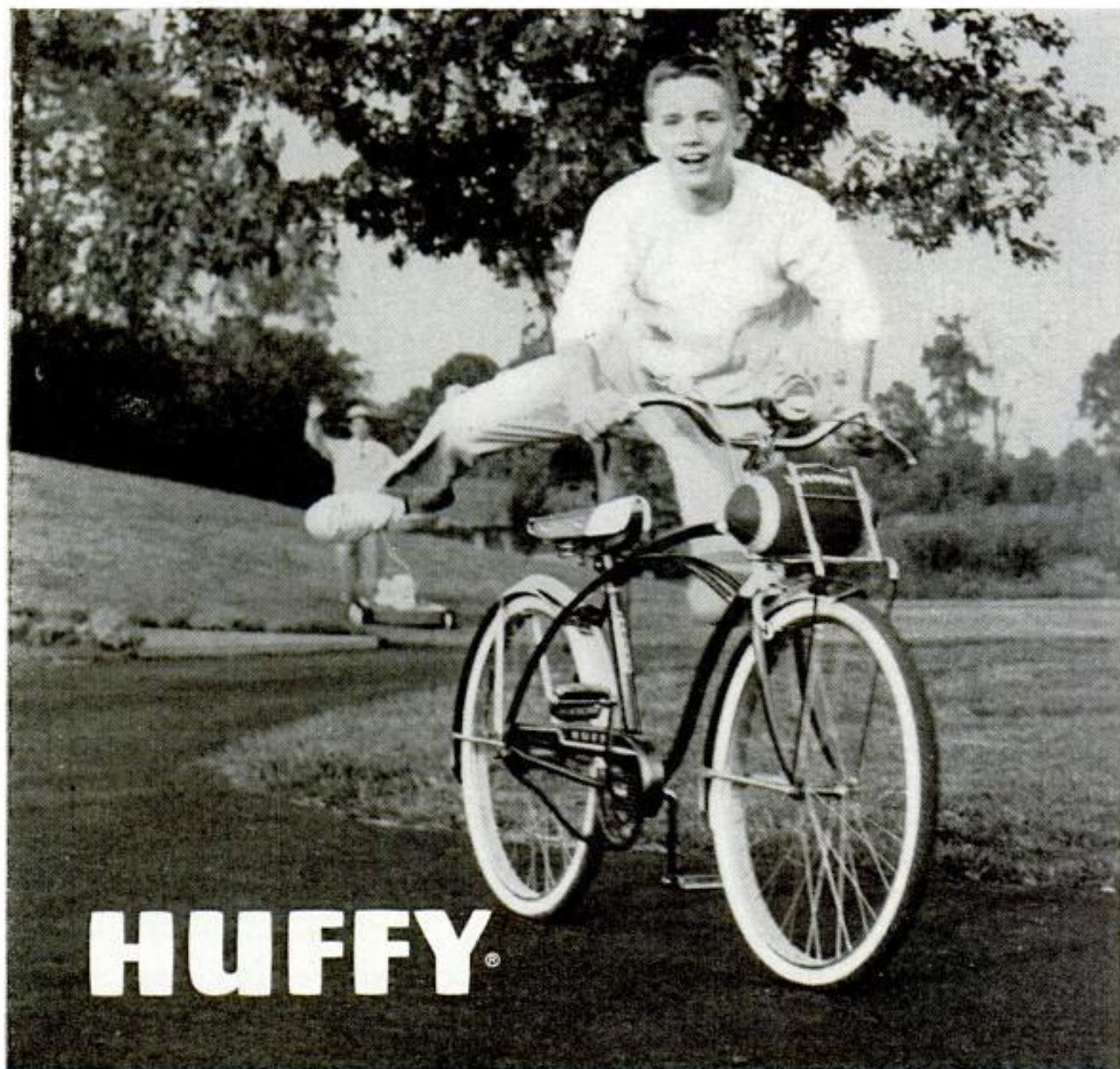
Since, when they were finally discovered, they were destined to be widely hailed as paradises, it is proper to study them carefully in their last, waiting moments, those sad, sweet, overpowering days before the first canoes reached them.

They were beautiful, that is true. Their wooded mountains were a joy. Their cool waterfalls, existing in the thousands, were spectacular. Their cliffs, where the restless ocean had eroded away the edges of great mountains, dropped thousands of feet clear into the sea, and birds nested on the stone ledges. Rivers were fruitful. The shores of the islands were white, and the waves that washed them were crystal-blue. At night the stars were close, great brilliant dots of fire fixing forever the location of the islands and forming majestic pathways for the moon and sun.

If paradise consists solely of beauty, then these islands were the fairest paradise that man ever invaded, for the land and sea were beautiful, and the climate was congenial. But if the concept of paradise includes also the ability to sustain life, then these islands, as they waited in the time of Jesus and Mohammed, were far from heavenly. There were a few pandanus trees whose spare and bitter fruits could be chewed for minimum existence. There were a few tree ferns whose cores were just barely edible, a few roots. There were fish if they could be caught and birds if they could be trapped. But there was little else.

Few more inhospitable major islands have ever existed than this group. They had no chickens, or pigs, or cattle, or edible dogs; no bananas, no taro, no sweet potatoes, no breadfruit, no pineapple, or sugar, or guava, or gourds, or melons, or mangoes. The islands probably did not even have that one essential, that miraculous sustainer of tropical life, the coconut.

Any man who came to the islands would have to bring food with him. If he were wise, he would also bring most of the materials



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plenty of stopping power. Fury has powerful spotlight, sparkling iridescent red-and-white twin-arch frame, chrome rims, handlebar and fenders, red-and-white saddle, white grips and white sidewalls. It's a rarin'-to-go beauty! Any Huffy bike, ages 4 to 94, boys and girls, is so rugged it's guaranteed for as long as you own it. That mower of Dad's is a Huffy too. At leading dealers coast to coast. Catalogs, write Huffy, Dayton 1, Ohio.

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HAWAII CONTINUED

required for building a civilized society, since the islands had no bamboo for decorating a home, no candlenuts for lamps, no mulberry bark for making tapa.

The soil of the islands was not particularly good. It was not rich and black like the soil which Russian peasants were already farming, nor loamy and productive like that known to the Dakota and Iowa tribes of Indians. It was red, apparently rich in iron because it had been formed of decomposed basalt, but lacking in many essentials. If a farmer could add to this soil the missing minerals and supply it with adequate water, it had the capacity to produce enormously. But of itself it was not much.



As vegetation develops, pandanus trees and tree ferns thrive along the shore

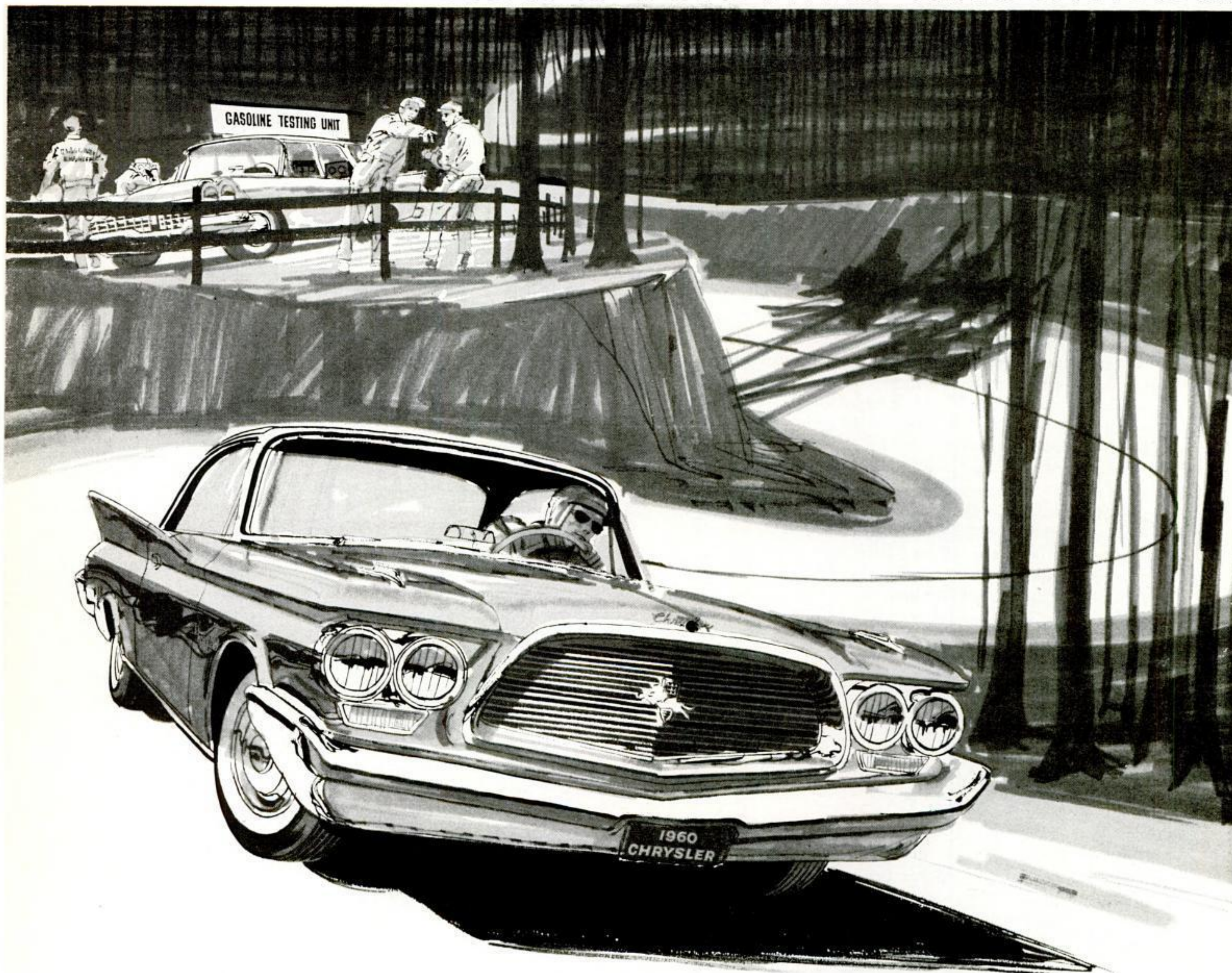
Tremendous quantities of rain did fall on the islands, but it fell in an unproductive manner. From the northeast, trade winds blew constantly, pushing ahead of them low clouds pregnant with sweet water. But along the northeast shores of each island, high cliffs rose, and mountains, and these reached up and knocked the water out of the clouds so that it fell in cascades where it could not be used and never reached the southwest plains where the red soil was. Of the flat lands that could be tilled, fully three-fourths was in effect desert. If one could capture that wasted water that ran useless down the steep mountainsides and back out to sea, bringing it through the mountains and onto the flat lands, then crops could be grown. Or if one could discover the secret reservoirs waiting in the kidneys of the islands, one would have ample water and more than ample food. But until this was accomplished, men who lived on these islands would never have enough water or enough food.

And so these beautiful, inhospitable islands waited for some breed of men to invade them with food and courage and determination. The best that could be said of the islands, as they waited, was that they held no poisonous snakes, no fevers and no mosquitoes.

There was one additional aspect that must be remembered. Of all the growing things that existed in these islands at the time of Jesus, 95 out of every 100 grew nowhere else in the world. Why this should have been so remains a mystery. Perhaps a fortunate combination of rainfall, climate, sunlight and soil accounted for this miracle. Perhaps eons of time in which diverse growing things were left alone to work

CONTINUED

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out their own best destinies was the explanation. Perhaps the fact that when a grass reached here it had to stand upon its own capacities and could not be fertilized by grasses of the same kind from the parent stock, perhaps that is the explanation. But whatever the reason, the fact remains: in these islands new breeds developed, and they prospered, and they grew strong, and they multiplied. For these islands were a crucible of exploration and development.

And so, with these capacities, the islands waited. Jesus died on a cross, and they waited. England was settled by mixed and powerful races, and the islands waited for their own settlers. Mighty kings ruled in India and in China and in Japan, while the islands waited.

Inhospitable in fact, a paradise in potential, with almost no food available but with enormous riches waiting to be developed, the islands waited. Volcanoes, still building the ramparts with fresh flows of lava, hung lanterns in the sky so that if a man and his canoe were lost on the great dark bosom of the sea, wandering fitfully this way and that, he might spot the incandescent glow on the under side of a distant cloud and thus find a fiery star to steer by.

Large gannets and smaller terns skimmed across the waters leading to land, while frigate birds drew sharp and sure navigation lines. If a man in a canoe could spot a frigate bird, its cleft tail cutting the wind, he could be sure that land lay in the direction toward which the bird had flown at dusk.

These beautiful islands, waiting in the sun and storm, how much they seemed like beautiful women waiting for their men to come home at dusk, waiting with open arms and warm bodies and consolation. All that would be accomplished in these islands would be generated solely by the will and puissance of some man.

Therefore, men of Polynesia and Boston and China and Mount Fuji and the barrios of the Philippines, do not come to these islands emptyhanded, or craven in spirit, or afraid to starve. There is no certainty here. Bring your own food, your own gods, your own flowers and fruits and concepts. For if you come without resources to these islands, you may perish.

But if you come with growing things, and good foods and better ideas, if you come with gods that will sustain you, and if you are willing to work until the swimming head and the aching arms can stand no more, then you can gain entrance to this miraculous crucible.

On these harsh terms the islands waited.

And then one day a double-hulled canoe, its parts lashed together by coconut fibers, approached the southern tip of the newest island in the chain. It was a remarkable craft, for it had succeeded in carrying its emaciated voyagers across endless miles of turbulent

ocean. It had survived hurricane and hunger, its triangular sails equal to all storms, and now, as it sped triumphantly to shore, it brought as its cargo not only the bravest navigators the world had yet produced. It brought also the essential components for life in these new islands.

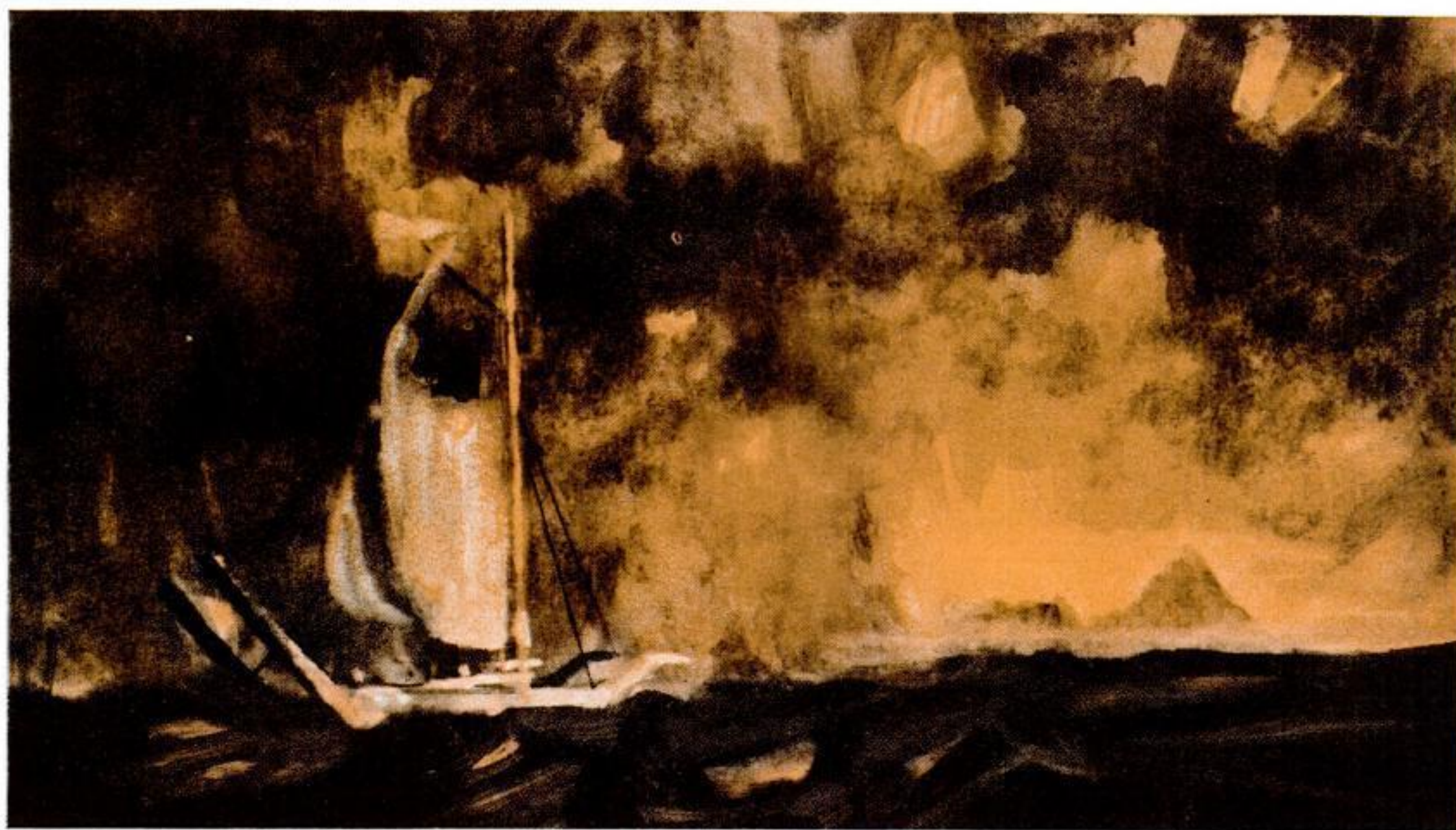
In its twin hulls were coconuts and pigs and breadfruit trees and chickens and taro. Wrapped in sacred cloth were the multiple instruments of living: fishhooks and calabashes and implements for making cloth. And to accompany them were men and women of heroic caste, bringing gods for their new land and recollections of justice. They remembered songs and an honorable history. They were men and women from an organized society, which they intended both to establish in their new home and to perfect.

As their canoe touched shore they prayed, and a man taller than the rest waited in the prow, then leaped ashore, knelt down and kissed the sand. After thus paying homage to whatever gods controlled the new land, he led ashore his group of starving, eager companions and proceeded immediately to the building of a new village, fashioned after the one they had left in the Tahitian islands. But they had barely finished the arduous work of erecting new temples when they discovered that their new home was not going to be like their old.

From the deep bowels beneath the sea, at the very end of the mysterious fracture along which many millions of years ago the islands had been built, a new supply of magma was creeping upward into the mouth of the youngest volcano, where, with a sudden explosive roar accompanied by earthquakes, it started a swift descent toward the ocean, as if to drive the intruders from its domain. A vast tidal wave swept in to carry away some of the food trees and some of the people. Then molten lava came pouring down the shoulders of the mountain and spread voraciously over the countryside, overturning temples and burning away all the newly constructed buildings. At last the terrified strangers were driven back into their double-hulled canoe, from whose known safety they watched the flaming lava explode and hiss as it plunged into the ocean.

They prayed—and then they paddled. And they came at last to a more clement corner of the soaring island, a spot where lava had not intruded for a million years and where it would not come again, and here they built their permanent village. Their coconut trees took root. Their pigs multiplied, and children were born. Their gods were modified to meet the challenge of a new home, and they themselves were changed from Tahitians into something new and strong.

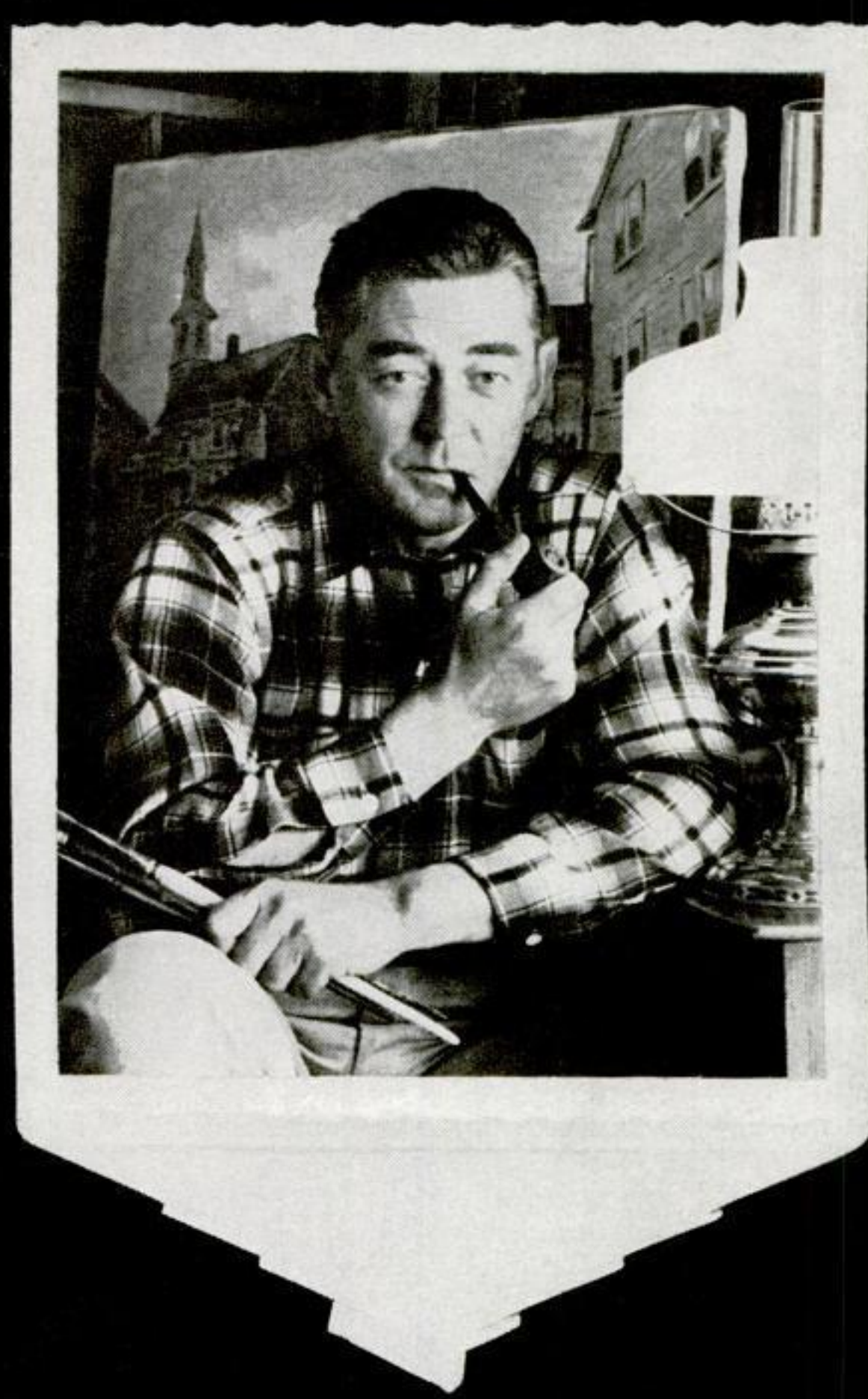
The history of Hawaii had begun.



Guided by volcanic glow reflected on the clouds, brave voyagers steer their twin-hulled craft toward the still unpeopled islands



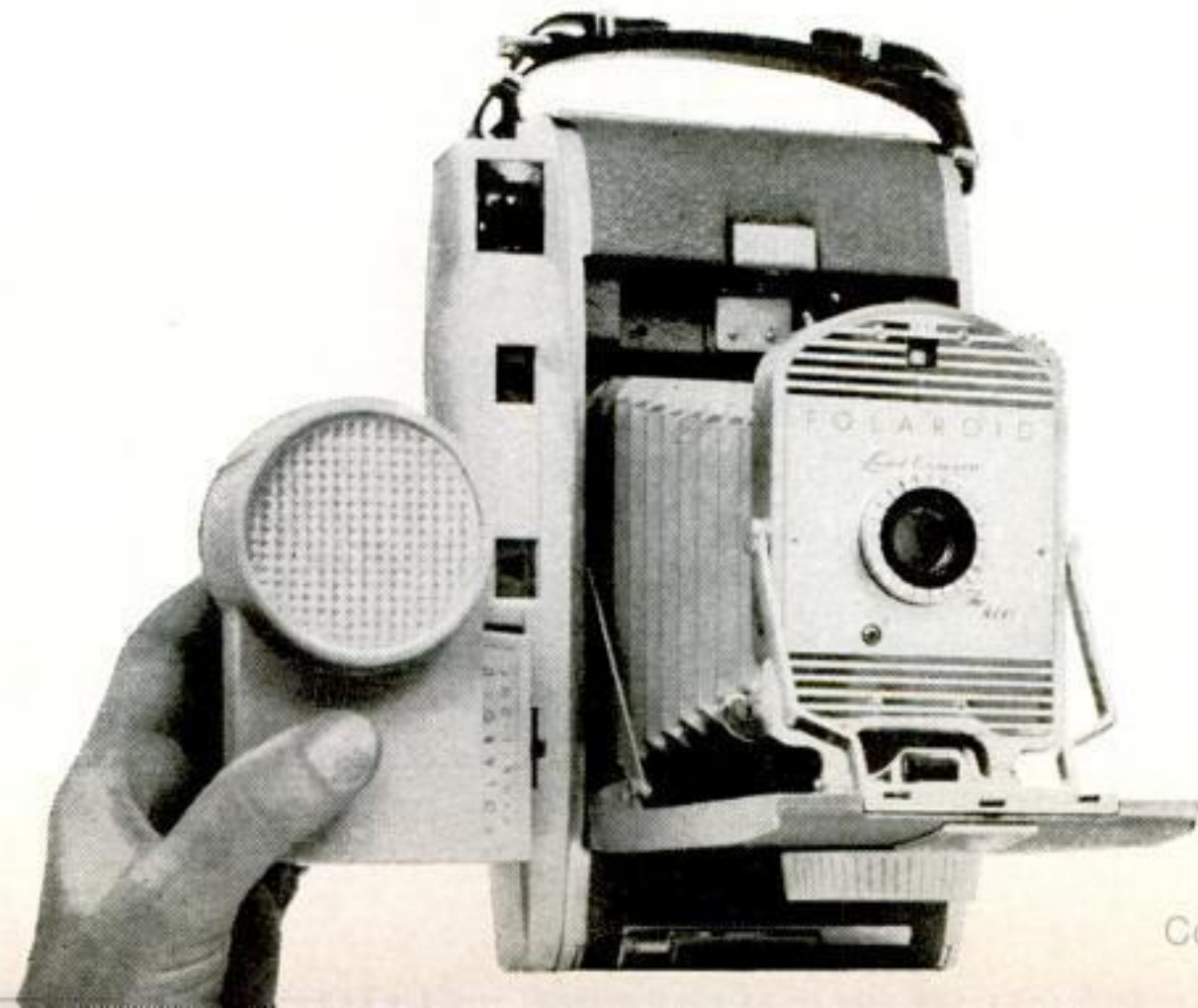
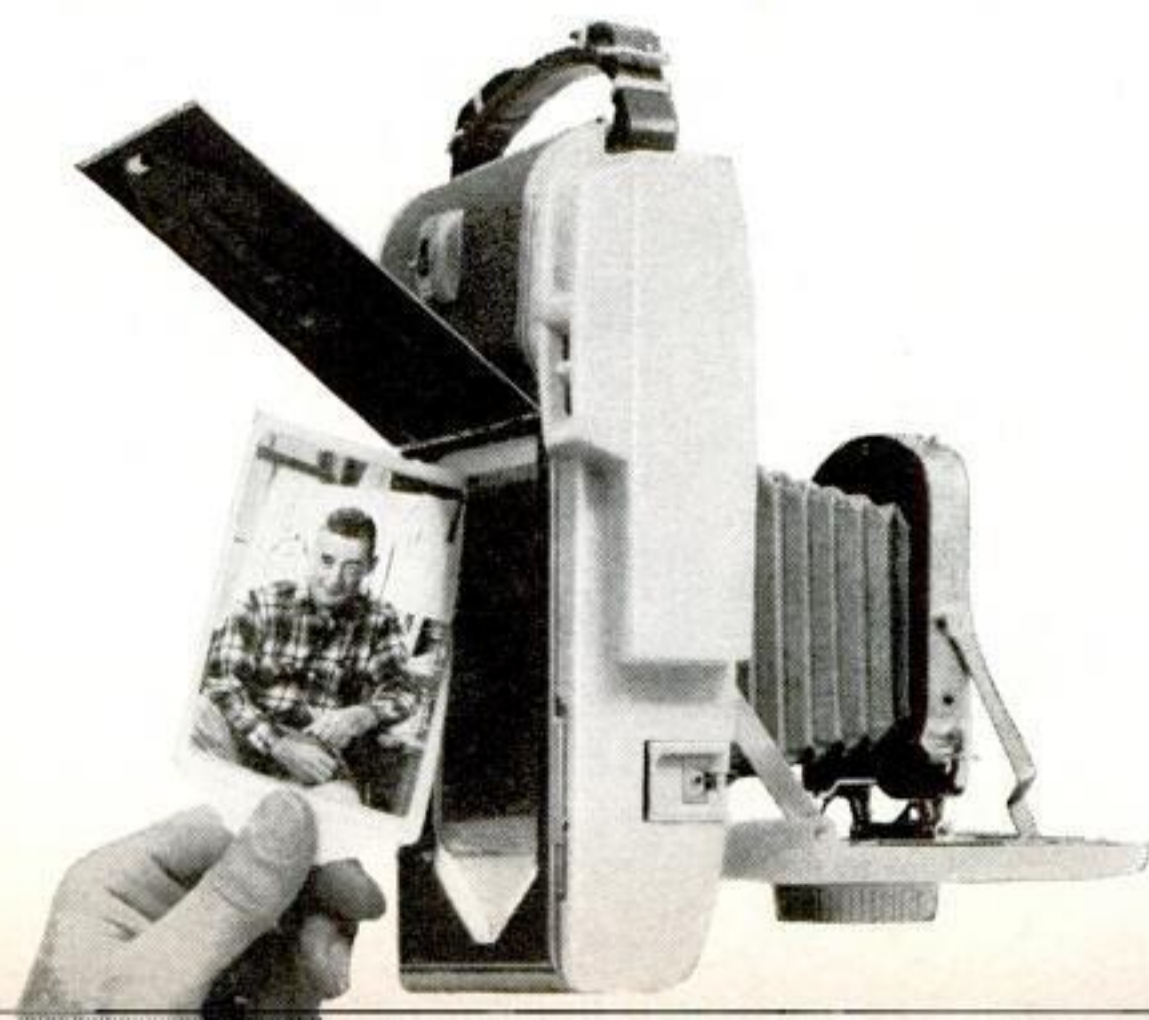
(10 o'clock morning)



(10 o'clock night)

Daytime 60-second pictures indoors without flashbulbs! The new 3000-speed Polaroid Land film is so fast you no longer have to go outdoors (or use flash) to get daytime pictures. You can now take snapshots anywhere in the house, all day long, with just normal indoor daylight. Your pictures will be sharp and clear with a natural quality indoor daylight makes possible. With this new Polaroid Land film, you'll get pictures you could never get before—and best of all, you'll get them in just 60 seconds.

Nighttime 60-second pictures taken without flashbulbs! New 3000-speed film with new wink-light makes it possible. The new film is so sensitive to light you can now take pictures with the light from a single floor or table lamp. The new Polaroid wink-light adds just enough fill-in light to erase any shadows cast by room lighting. The wink-light winks 1,000 times on a single bulb—saves you \$100 in flashbulbs. See your dealer for a demonstration of this new way to take 60-second pictures.



ANIMALS

FOUR DAYS OLD, baby gorilla is propped up for a look around. She may stay with her human family for about a year and then return to the zoo. Her cage mate will be Cou-lou, a young male gorilla.



GOMA'S FATHER is a 350-pound, 9-year-old gorilla who is very affectionate with his keeper, Carl.

SLEEPING BABY, who now at four weeks weighs five pounds, sucks her thumb when put to bed.

Rare New Swiss Baby

Last month the Basel zoo in Switzerland announced a rare event in zoo circles—the birth of a gorilla. Only one time before had such a birth occurred—in the Columbus, Ohio zoo, whose Colo (*LIFE*, Jan. 14, 1957) is now almost 3 years old.

After the Basel baby's birth, the first concern of Director Ernst Lang was to rescue

the infant from the grasp of its mother who showed no inclination to feed it. A narcotic put the big ape to sleep and permitted Dr. Lang to grab the baby and rush it home to his wife. Under human care the little female, who was named Goma, settled into a routine—a bottle every three hours and a diaper change when needed—a lot better than life with mother.





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Take an Englishman's word! Thanks to Smirnoff Vodka, this lordly cocktail from Britain is now very much in the limelight in America. You'll like the Vodka Gimlet's dry, delicious taste . . . with its clean tang of Rose's Lime Juice *brought out* and given gusto by smooth Smirnoff. Be sure, though, you mix with *genuine* imported Rose's—and Smirnoff Vodka, no less. When you order a Gimlet, *just mention our name!*

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Add 1 part
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in a cocktail or
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this is no place for "second best".. is the place for Hellmann's

■ It's Waldorf Salad, pretty as a picture hat—displayed on a cake stand! ■ Make the brim frilly, with lettuce around a paper plate . . . frivolous with "rosebuds" of apple peel! ■ Make the crown a circle of apple halves (yellow, green, or red) . . . scooped out, peeled in horizontal stripes. Arrange so stripes

THE WALDORF "BONNET"

match, fill with Waldorf Salad . . . and admire! ■ The salad is delightfully blended and trimmed with Hellmann's® Real Mayonnaise . . . a creation no one has been able to match. ■ Hellmann's whips together the finest ingredients . . . with freshly-broken whole eggs. Elegant? ■ Hellmann's always is.

FLAVOR-FRESH, SMOOTH AND LIGHT . . . FAMOUS FOR WHOLE EGGS





AFTER THE STATE DINNER AT ELYSEE PALACE (FRONT ROW, FROM LEFT) MADAME DE GAULLE, RAINIER, DE GAULLE AND GRACE WAIT FOR BALLET TO BEGIN

Princess on a Conquest of Paris

Last week Her Most Serene Highness Princess Grace of Monaco added the city of Paris to her long list of conquests, which already ranged from millions of moviegoers to the prince of Monaco. Grace and Prince Rainier paid an official three-day call on General Charles de Gaulle, president of the French Republic, and after the first state dinner at the Elysée Palace, *Paris-Presse* said, "Grace of Monaco reigned over 15 ministers and 300

subjects at the Elysée." Her own natural beauty was enhanced by a new high-crown hairdo and a high-style wardrobe tactfully chosen from several of Paris' top designers. Her quiet unassuming manner also made many friends for her. She went through the usual round of visits to hospitals, nurseries and factories with such "charming simplicity" that, according to one paper, "she made people forgive her for being the most beautiful."

STOP BAD BREATH WITH COLGATE Fight Tooth Decay All Day!



Brushing with Colgate helps give the surest protection all day long! Because of all leading toothpastes, only Colgate contains Gardol!

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Same wonderful flavor in the tube or new aerosol container!

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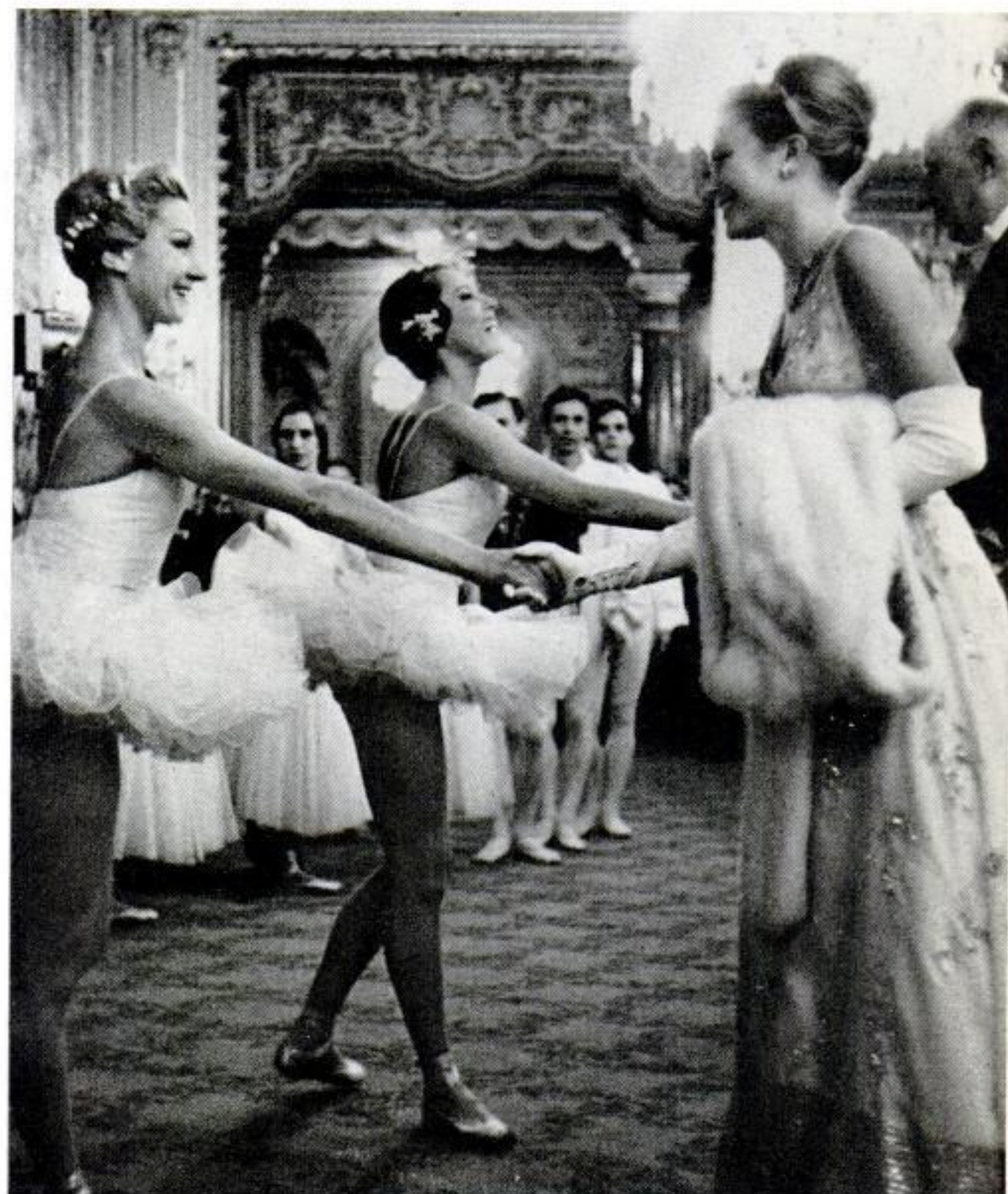


†TOP THREE BRANDS AFTER COLGATE... GARDOL IS COLGATE'S TRADE-MARK FOR SODIUM N-LAURYL SARCOSINATE. ©1959, COLGATE-PALMOLIVE COMPANY

CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH

PRINCESS IN PARIS CONTINUED

AT DINNER, given by City of Paris, Grace chats with Countess d'Aillières. She wore a gown by Balenciaga with an embroidered lace top. Grace received a gift from city of an enameled evening bag (right).



AT BALLET given in Elysée Palace by the Paris Opera Corps, Grace stands beside De Gaulle while greeting the dancers. Her white satin gown by Lanvin was praised for just the proper amount of décolletage.



OFF FOR VISIT to Red Cross day nursery, Grace leaves the Monaco legation wearing Maggy Rouff coat and accompanied by her lady-in-waiting. She presented 500,000 francs to crèche for the children.

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See the Steve Allen Plymouth Show Monday nights in color over NBC Television. Solid!

The music you love in the car you love!

Announcing the RCA Victor Auto "Victrola"—exclusive with the solid 1960 Plymouth! Plays up to 2 hours of your favorite "45" records in a single loading!

Now you can hear exactly the music you want *when* you want to hear it. Music to drive by, music to park by, music to make your 1960 Plymouth even more enjoyable. Pick "pops" or classics, jazz or rock 'n' roll—just slide in *any* "45" records and settle back for up to two hours of uninterrupted pleasure.

The Auto "Victrola"® was developed for Plymouth by RCA Victor and Chrysler Corporation engineers. It's one more example of the advanced engineering in the 1960 Plymouth, the car that is built a new solid way to give you solid satisfaction mile after mile after mile. Listen to the RCA Victor Auto "Victrola" at your Plymouth dealer's now.



Hundreds of miles of testing prove that the Auto "Victrola" runs as smoothly as Plymouth itself—designed to play over bumps, around curves, or when stopping and starting.



Load a stack of your favorite "45" records. As each record is played, it drops into collection unit. No buttons to push, no pick-up arms to lift—it plays automatically through the radio.



RCA VICTOR

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HANDY MAN FOR THE BAND

There seems to be no limit to the stunting skills of college bands during the football season. They impersonate animals, puff like engines, dance like chorus girls and spell out words better than most other college students. While covering a rehearsal of the University of Wisconsin band, Photographer Ed Stein took a picture

of what looked like the smash act of the season—a one-man, four-armed percussion section. But Stein actually caught the military precision, not the vaudeville dexterity, of the Badger band. He shows drummer Charles Sommers in perfect alignment with headless cymbalist Dennis Helsabeck, both poised and armed for the downbeat.

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